JULY 23, 1956

35c PER COPY

BROADCASTING TELECASTING

THE TEXAS STORY Page 75

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25TH
year

HE BUSINESSWEEKLY OF
DIO AND TELEVISION

Having changed radio-listening in Minneapolis-St. Paul

WDGY is giving a good "national account" of itself

Here's a list of some of the national accounts (and their agencies) who have been selling the Twin Cities via WDGY:

BUICK
Kudner Agency
CAMELS
William Esty, Inc.
CHEVROLET
Campbell-Ewald
CLARK SUPER GAS
Mathieson & Associates
COCA COLA
McCann-Erickson
INSTANT FELS NAPTHA
S. E. Zubrow
FORD DEALERS
J. Walter Thompson
HIRES ROOT BEER
N. W. Ayer
LADIES' HOME JOURNAL
B. B. D. & O.
L & M CIGARETTTES
Dancer-Fitzgerald-Sample
MANCHESTER BISCUIT
George S. Hartman Co.
MERCURY
Kenyon & Eckhardt
PACKARD
Ruthrauff & Ryan
PABST BREWING CO.
Leo Burnett Co.
PARSON'S AMMONIA
Jackson & Hedrick Co.
PONTIAC
McManus, John & Adams
SALEM CIGARETTES
William Esty, Inc.
SANI-WAX
Bloom Advertising Agency
INSTANT SANKA
Young & Rubicam
SATURDAY EVENING POST
B. B. D. & O.
SHELL OIL
J. Walter Thompson
SKELLY OIL
Bruce B. Brewer Co.
STUDEBAKER-PACKARD
D'Arcy
TIDY HOUSE SWEET TEN
McCann-Erickson
WAVERLY FABRICS
Lawrence Kane Agency
WISHBONE SALAD DRESSING
Allmayer, Fox & Reshkin

No wonder! WDGY is a clear *second.* June-July Hooper gives WDGY 25.8% of the daytime audience. The new WDGY is here to stay—and its now-established place in the market well justifies a place in your time-buying for fall. In fact, it's a must! Talk to Avery-Knodel, or WDGY General Manager Steve Labunski.

WDGY

Minneapolis-St. Paul
50,000 watts—and almost perfect-circle daytime coverage

MID-CONTINENT BROADCASTING COMPANY
"The STORZ Stations"—Todd Storz, President

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

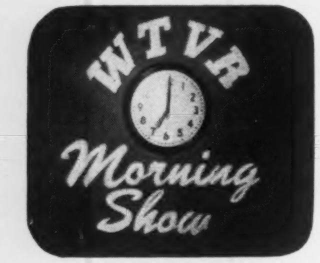
WQAM,* Miami
Represented by
John Blair & Co.

** Transfer subject to FCC approval.*

WTVR

PROGRAMS AVAILABLE FOR SPONSORSHIP

WTVR HAS A PROGRAM FOR EVERY COMMERCIAL REQUIREMENT. THE FOLLOWING ARE AVAILABLE FOR FULL SPONSORSHIP OR ONE MINUTE ANNOUNCEMENTS. SPOT ANNOUNCEMENTS ARE PREEMPTABLE ON 48 HOURS NOTICE, IF PROGRAM IS SOLD TO ONE SPONSOR. HOWEVER THE ADVERTISER WILL BE GIVEN AN ADDITIONAL 48 HOURS NOTICE TO ACCEPT ADDITIONAL REPLACEMENT SPOTS WITHOUT AFFECTING EARNED DISCOUNTS. PRICES QUOTED BELOW COVER TALENT COST AND ARE FULLY COMMISSIONABLE. *WE INVITE YOUR INQUIRY FOR MORE DETAILED INFORMATION.*

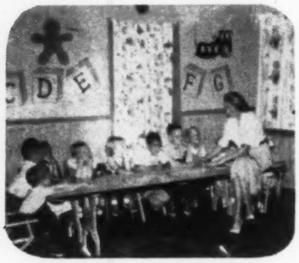


MON-FRI 7-9 AM
All live. Cast of 15. Music, News, Weather and Guests, John Mackin, Host.

Program talent: Available only for anncts at regular rates.

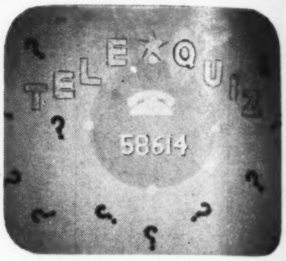
MON-FRI 9-9:30 AM
"KARTOON KARNIVAL". What every child likes most—plus Danny Doodle and his puppet friends.

Program Talent:	**$40.00**
Annct. Talent:	**$10.00**



MON-FRI 9:30-10 AM
It's educational and it's fun as Pat Jennings "Plays School Time" and teaches too.

Program Talent:	**$65.00**
Annct. Talent:	**$12.50**



MON-FRI 10-10:30 AM
Fun to play and fun to see. Fabulous prizes. Quiz Master Chuck Pugh.

Program Talent:	**$75.00**
Annct. Talent:	**$15.00**

MOVIE
GO ROUND

MON-FRI 10:30-12 noon
Presenting the best in Grade A Feature Length Plays.

Program Talent:	**$100.00**
Annct. Talent:	**$10.00**

FARMER
and his family ...

MON-FRI 12-12:30 PM
Interviews, Weather from Special U. S. Bureau Circuit. Everything of interest to the farmer.

Program Talent:	**$60.00**
Annct. Talent:	**$15.00**

MON-WED-FRI 12:30-1 PM
Virginia Mallory prepares time and money-saving recipes on "Menus In Miniature".

Program Talent:	**$40.00**
Annct. Talent:	**$15.00**

channel 6
Playhouse

MON-FRI 1-1:30 PM
The Best in Syndicated Dramas just for milady.

Program Talent:	**$75.00**
Annct. Talent:	**$15.00**

MON-FRI 1:30-1:45 PM
Ace Reporter Henry Baron with the latest local news both film and live on "Virginia Today".

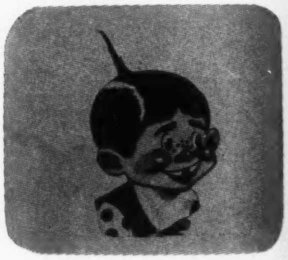
Program Talent:	**$40.00**
Annct. Talent:	**$15.00**

TUES-THURS 1:45-2 PM
"Here's How" with Eve Layne — Household Hints, New Ideas, Shopping Tips.

Program Talent:	**$40.00**
Annct. Talent:	**$15.00**

MON-FRI 4-4:30 PM
"Ranchhouse Tales" with Cheyenne Dal—featuring Western Films and interviews with studio buckeroos.

Program Talent:	**$100.00**
Annct. Talent:	**$20.00**



MON-FRI 4:30-5 PM
"The Little Rascals" Richmond's #1 Cartoon Show. Fun for the kiddies and grown-ups, too.

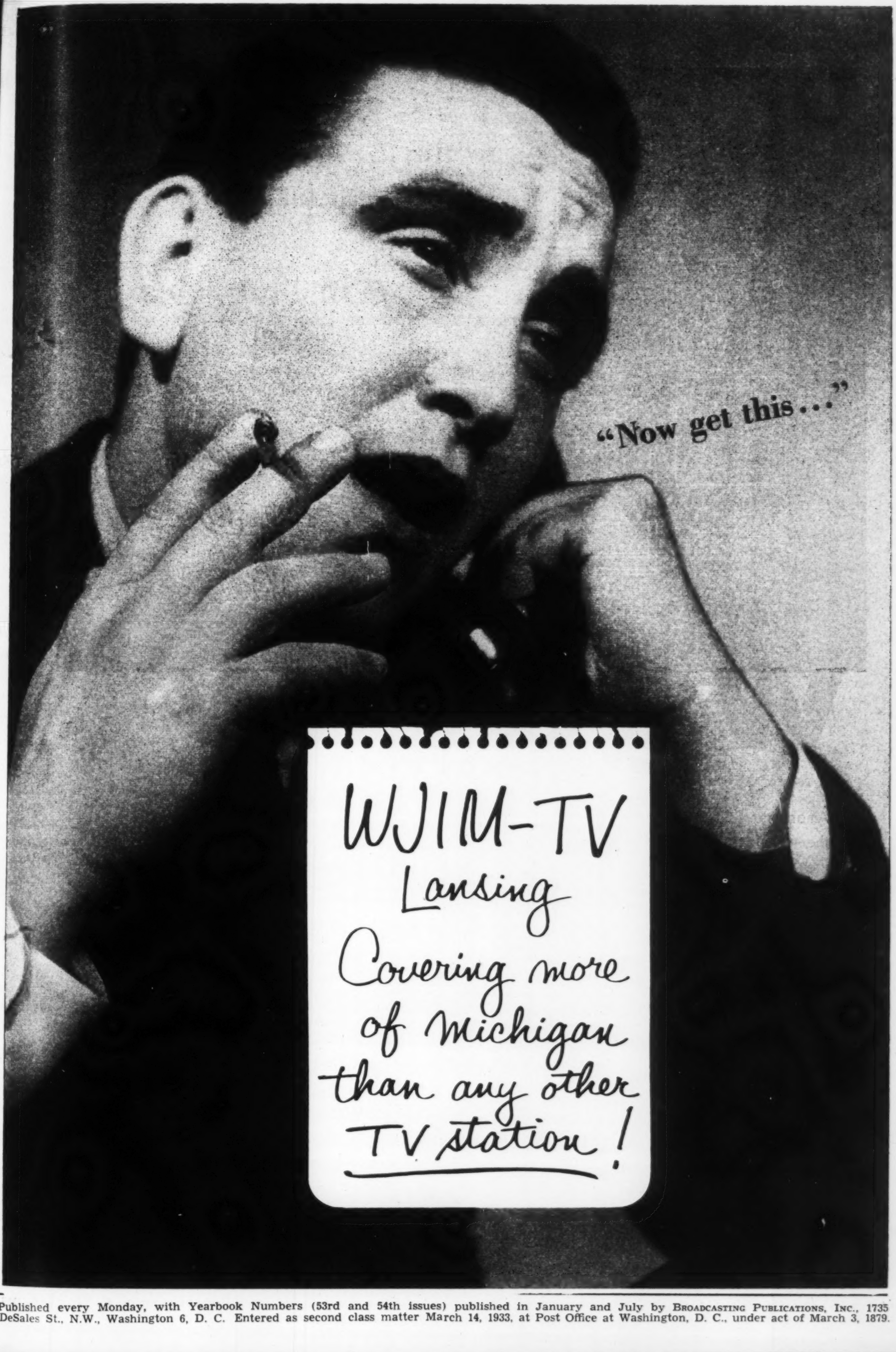
Program Talent:	**$45.00**
Annct. Talent:	**$10.00**

LOCAL PERSONALITIES—TALENT PRODUCT ENDORSEMENT—LIVE PRODUCT DEMONSTRATION
ESTABLISHED AUDIENCES—GUARANTEED RESULTS—INCREASED SALES

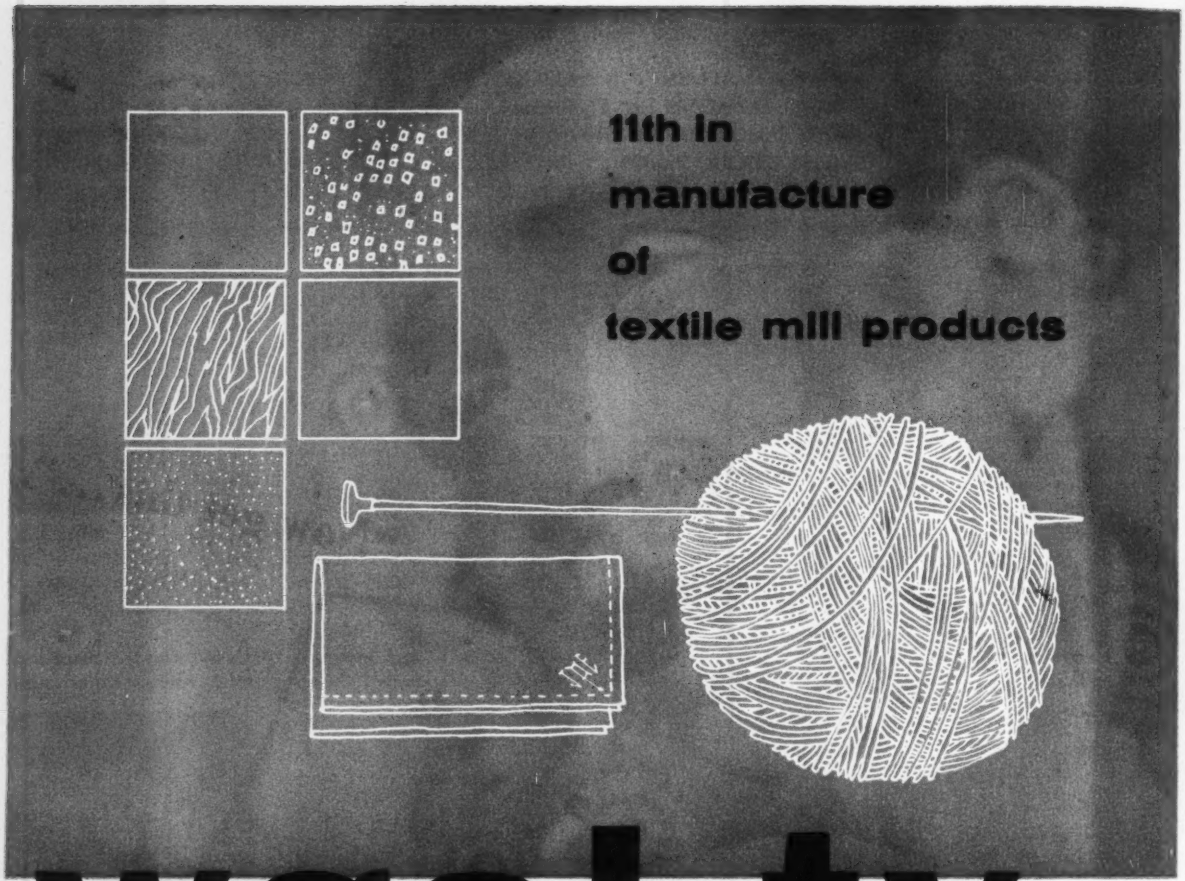
100,000 WATTS
1049 FEET
RICHMOND, VA.

WTVR

CHANNEL 6
National Rep.: BLAIR TV, INC.
Affiliated ABC-TV


"Now get this..."
WJIM-TV
Lansing
Covering more of Michigan than any other TV station!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



11th in manufacture of textile mill products

wgal-tv

LANCASTER, PENNA.

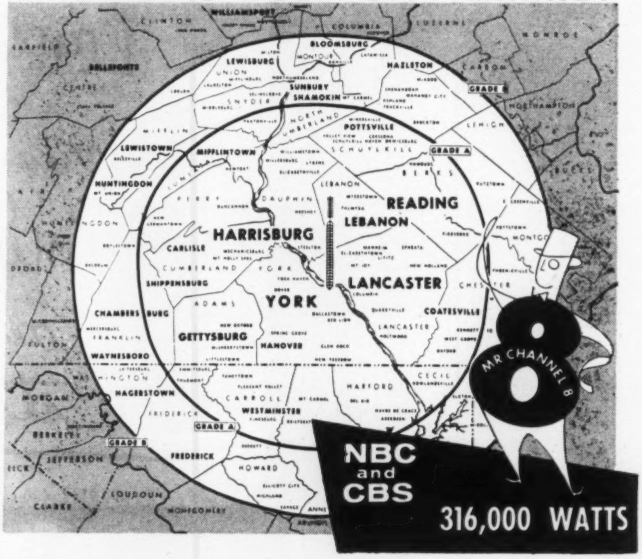
NBC AND CBS

Among the television markets foremost in the manufacture of textile mill products, the Channel 8 Multi-City Market ranks eleventh, based on production figures for America's top 100 counties (*SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956*) This is just one phase of the widely diversified industry which makes the WGAL-TV Channel 8 market a *buying* market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York
Chicago
Los Angeles
San Francisco

CHANNEL 8 MULTI-CITY MARKET


WILLIAMSPORT
CLINTON
COLUMBIA
LUZERNE
MONROE
BLOOMSBURG
LEWISBURG
UNION
MONTOUR
HAZLETON
CENTRE
BELLEFONTE
CARBON
GRADE B
SUNBURY
SHAMOKIN
SNYDER
NORTHAMPTON
NORTHUMBERLAND
POTTSVILLE
SCHUYLKILL
LEHIGH
MIFFLIN
LEWISTOWN
MIFFLINTOWN
GRADE A
JUNIATA
BERKS
BUCKS
HUNTINGDON
PERRY
DAUPHIN
LEBANON
READING
HARRISBURG
CARLISLE
CUMBERLAND
YORK
LANCASTER
SHIPPENSBURG
CHESTER
ADAMS
CHAMBERSBURG
COATESVILLE
FRANKLIN
GETTYSBURG
HANOVER
FULTON
WAYNESBORO
WASHINGTON
CECIL
HARFORD
CARROLL
HAGERSTOWN
MORGAN
WESTMINSTER
FREDERICK
BERKELEY
JEFFERSON
HOWARD
LOUDOUN
CLARKE
MONTGOMERY
MR CHANNEL 8
8
NBC and CBS
316,000 WATTS

closed circuit.

IN THE MARKET? • Is J. H. Whitney & Co. about to purchase another important radio-tv property, this time in Midwest? That report was neither denied nor fully confirmed last week but it was ascertained that Whitney & Co., which now owns ch. 6 KOTV (TV) Tulsa, and acquired ch. 11 KGUL-TV Galveston-Houston in past fortnight, had made oral offer ($10 million was mentioned) for CBS am-tv combination in major market, along with companion am and uhf-tv outlet in smaller market under same ownership.

B•T

CONSTANTLY recurring reports on Madison Ave. of imminent sale of ch. 9 KWTV (TV) Oklahoma City (CBS) resulted in statement by its board of directors that it had "refused to consider an unsolicited offer in excess of $6 million" for station and that station "had not been offered for sale and rumors to the contrary have no basis in fact."

B•T

MEN OVER MACHINES • Like New York Stock Exchange ticker-tapes, FCC's mimeographing machines fell behind last week, unable to cope with crush of prerecess actions of Wednesday and Thursday. Result: About two dozen actions, mainly broadcast, won't see official light of day until this week. Among these: Award by 6-0 vote of ch. 3 in Hartford to Travelers' (WTIC, et al) over Hartford Telecasting (see page 52).

B•T

HELD UP for another reason at FCC last week was official notice of 4-3 decision approving $850,000 transfer of WQAM Miami from Miami Herald *to Todd Storz' Mid-Continent. Delay was occasioned by request of Comr. John F. Doefer for time to write dissent in favor of hearing on program grounds, involving giveaways and contests. Hearing would have meant denial since purchase contract expires Aug. 15. Consistent with FCC procedure, announcement of decision has been held up until Mr. Doefer's dissent is read. It is promised for this week, or next at latest (story page 31).*

B•T

COMEBACK • Both radio and television broadcasters who had been singing blues about drop-off in national spot business few weeks ago now talk about sudden revival, beginning in latter July and for fall. There had been seasonal lull in some areas since mid-June. Hot buying months are ahead—August and September. Station representatives and exploitation groups (RAB, TvB, SRA) acknowledged that some stations may have been hit in past few weeks but that there hasn't been general downward movement.

B•T

FRED WEBER, former general manager of Mutual and more recently operating head of WHTN-AM-TV Huntington, W. Va. (transfer to Cowles awaiting FCC approval), has rejoined Friendly Stations in consulting capacity and will operate out of Steubenville, Ohio (WSTV-AM-TV), headquarters. Mr. Weber left Friendly two years ago as manager of WFPG-AM-TV Atlantic City to take on Huntington assignment.

B•T

NOW IT CAN BE TOLD • At least two resignations from FCC may have been averted by action of Senate last Friday in approving executive pay-raise bill, which includes boost for FCC members from $15,000 to $20,000 (chairman $20,500). Measure has passed House, with settlement of differences between two bodies indicated, and presidential signature final act. It's open secret that Comrs. John F. Doerfer and Robert E. Lee have talked about returning to private life if raise had not been forthcoming, and that two others were seriously pondering same decision.

B•T

WITH WINDUP of Senate Commerce Committee hearings on television matters (except for possible reopening to go into political telecasts), Kenneth Cox, special counsel, plans to return to law practice in Seattle. He'll still be attached to committee staff, however, tying up loose ends, and available for special assignments.

B•T

NBC GOES CALLING • One important stop in NBC's four-market quest for new radio affiliates to replace defecting Westinghouse stations (see story page 42) is WHK Cleveland, long-time affiliate and minority stockholder of Mutual. Though discussions have been held, nothing had been set late Friday. In countermove, Mutual's station relations vice president Bob Carpenter has scheduled early visit to restress Mutual's case with 5 kw WHK (1420 kc). Because Westinghouse stations are clear channel outlets, NBC probably will fill in coverage with additional stations to "ring" areas now served, and expects to have everything set by Aug. 26 deadline.

B•T

CUBAN INTERESTS headed by George E. Quigley, former New York-Hollywood film executive, have gathered about $4 million kitty to lure tv film producers there for fresh locales and to pep up Havana tv film business, including that of Mr. Quigley's Cuban Colorfilm Corp., which is offering studio-processing facilities in color and monochrome. Group will go 60-65% in financing series. Hollywood attorney Morton E. Feiler is representing on West Coast with New York office scheduled soon.

B•T

UNDER FIRE • Political fur is expected to fly at Senate Permanent Investigating Subcommittee inquiry into affairs of Murray M. Chotiner, vice president Nixon's former campaign manager, which involve purported exertion of influence in tv areas. Subcommittee last Friday voted strictly along party lines to hold public hearings. Meanwhile, Committee staff had been pursuing its study of tv cases in which Mr. Chotiner may have been involved. Only case so far mentioned is ch. 12 in Fresno, which went to KFRE over KARM, but which is now proposed by FCC for deintermixture.

B•T

APPOINTMENT of Robert F. Hurleigh as general manager of WGMS Washington expected this week. RKO Teleradio Pictures Inc., owns station. Mr. Hurleigh will continue his duties as director of Washington operations for Mutual and as conductor of early morning news program over network.

B•T

ON THE MOVE • Samuel Thurm, associate media director, Young & Rubicam, New York, resigning to join Lever Bros.' advertising department in near future. His replacement at Y&R has not been named.

B•T

AUTOMATIC radio programming system developments (such as "Autostation" revealed by Gates Radio Co., story page 71) may prove boon to transcription services. Standard Radio, Chicago, for example, has already produced several 45 rpm libraries for Seeburg Corp. to be prepared to supply station market, if it should develop large-scale, with more than 1,500 selections recorded. Seeburg record-changer is incorporated in new Gates system.

B•T

SITUATION NORMAL • Foul-up in West Coast processing plant almost spoiled plans of Federal Civil Defense Adm. to supply stations in Conelrad clusters with standard recorded announcements for use during Friday afternoon's broadcast blackout. Material was supplied to recording laboratory in plenty of time but accident to master upset schedule. Many stations barely got recordings in time for defense test. In another snafu, ABC and MBS affiliates on coast refused to carry national broadcast during Conelrad period. They were set up to program locally, and received notice of national broadcast only hours before alert.

B•T

STAFFERS at Democratic National Committee headquarters in Chicago's Conrad Hilton Hotel are relieved that local promoter has agreed to postpone his International Amphitheatre wrestling card for Aug. 3. Delay will enable workman crews to install necessary equipment in time for Democratic nominating convention.

panorama

Something New in Indianapolis!

. . . a unique concept in radio programming

. . . 3½ hours of music, news, weather

. . . specially tailored for Indianapolis

listeners . . . 6:30-10 weekday mornings

—That's panorama!

One-Minute announcements available.

See the Bolling Company.

WISH-radio

Basic affiliate **CBS** radio network

1310 on every dial

at deadline

COMMERCE COMMITTEE, 12-3, BACKS FCC, URGES ALL POSSIBLE SPEED TO UHF AID

SENATE Commerce Committee on Friday approved, by a 12-to-3 vote, an interim report on allocations which in general approved FCC's long-range program for shifting all, or a major part of tv broadcasting, to uhf and specifically approved Commission's interim program of selective deintermixture. Senate committee also urged Congress to eliminate excise tax on all-channel color sets, "at the very least."

Report adopted was third draft, digested in B•T July 16, with several changes, including elimination of committee's criteria for deintermixture procedure, because "the Commission has now acted to indicate deintermixture in accordance with certain standards of its own." But committee emphasized "that the Commission should act promptly to develop specific criteria with respect to its policies in effectuating deintermixture, so that the broadcasting industry and the public can be guided accordingly."

Senate Committee also expressed concern over "special problem" of communities with only uhf allocations "located well within the service area of a metropolitan market with three or more vhf stations. In such a situation there is, in the light of testimony before the committee, serious doubt whether such a station can survive even without local vhf competition.

"Therefore," the report urged, "all that can seemingly be done to permit a local outlet in such an overshadowed community, under existing circumstances, is to provide some form of vhf facility."

Wofford's Dissent

Dissenting statement of Sen. Thomas A. Wofford (D-S. C.), expressing belief that "the hearings record has failed to produce an allocation plan superior to or as good as the existing one" [B•T, July 16], was filed with text unchanged. Sen. Price Daniel (D-Tex.) joined Sen. Wofford in signing this dissent, which urged that "the current allocation plan should be maintained and all possible steps be taken to promote the growth of uhf stations in intermixed markets."

"We are in accord with the statements of Comr. (John C.) Doerfer," Wofford-Daniel dissent said.

Similar support for Comr. Doerfer's views was voiced by Sen. William Purtell (R-Conn.), who filed his own statement of disagreement with committee majority and of strong opposition to interim deintermixture. He said in part: ". . . if it be found from the crash program that transition to all uhf television is practicable and desirable, I shall be thoroughly in favor . . . But, in the meantime, in the present, I am strongly opposed to the inequitable allocating through deintermixture of vhf channels to some areas while denying this superior television to great numbers of people in other areas."

Sen. Purtell urged that Commission not take any action to revise Sixth Report until completion of "crash" program on uhf. If crash program not successful, Connecticut senator declared, vhf channel "once lost to a community through selective deintermixture will probably be lost forever. . . ."

Sen. Sam J. Ervin Jr. (D-N. C.) was expected to file his own comments, supporting the majority committee opinion, but reserving the right to object if FCC's actions are not in conformity with his views.

Committee interim report will go to FCC early this week, as soon as it has been printed. Sen. Warren G. Magnuson (D-Wash.), Commerce Committee chairman, in preliminary draft of letter of transmittal to FCC Chairman George C. McConnaughey, made this comment:

"In addition to the problems and possible solutions mentioned in the report of this Committee, I wish to add some thoughts arising from current trends in the radio and television industry, some of which arise from the economic urge of some stations to place dollars ahead of public service, and others from the infiltration of big investment business into television. These are questions requiring study by your Commission, and no doubt will be investigated, in due time, by this Committee.

"I hear and read trade reports of formation of Wall Street syndicates with millions of dollars to invest in television. Although this is a growth industry which attracts capital, we who are responsible to the public should bear in mind that 'he who pays the fiddler calls the tune'. Television stations should be owned and operated by people who have the feel and interests of their communities. Tv stations should not be given to those with the most money, but to those who will give genuine local expression, which is so essential in a democracy. Tv stations may find themselves simply house-organs grinding the tune of big business, as indeed there is some evidence existing in some cities today. Obviously the FCC should not encourage extension of big business, such as insurance companies and aviation carriers into tv, but to the contrary should strive for local, integrated ownership by people who will not desecrate a precious natural resource simply to polish the halo of the rich corporate owner."

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 39.

CHATTANOOGA CHOOSING • Chattanooga Medicine Co., Chattanooga, Tenn., considering agency recommendation and estimates for annual fall spot announcement campaign. Decision is expected shortly and availability requests are expected to start through agency, Harry B. Cohen, N. Y., within next 10 days.

NAIR ON TV PUSH • Carter Products (Nair), N. Y., through its agency, Ted Bates Inc., contemplating limited television spot announcement campaign.

SPOT TV IN 25 • David B. Kahn Inc. (Wear-ever pens and pencils), North Bergen, N. J., set to launch spot television campaign in 25 markets throughout country end of August, using live action and animated commercials. Initially campaign will have "back-to-school" theme and after mid-September will have broader appeal for all members of family. Agency: Dowd, Redfield & Johnstone, N. Y.

RADIO FOR DOW • Dow Corning Corp., Midland, Mich., planning extensive national spot radio campaign for fall in as-yet-unspecified markets to aid local stores in promoting Syl-Mer silicone finish for textiles and Sylflex silicone finish for leathergoods. Agency Anderson & Cairns, N. Y.

DRUGGIST'S DOZEN • Sterling Drugs (Philips milk of magnesia), through Dancer-Fitzgerald-Simple, N. Y., planning to extend present list of television markets, starting in fall, by adding nearly dozen stations. Contracts for all Sterling products run for 52 weeks.

Radio-Tv Give Up $300,000 During Conelrad Alert Test

ESTIMATED $300,000 worth of radio-tv station time was donated to nationwide civil defense Operation Alert between 4-4:30 p.m. (EDT) Friday during test of Conelrad system. All am, fm and tv regular broadcast service was silenced between 4:10-4:25 p.m., with stations participating in Conelrad clusters carrying special programming.

Nationwide surveys are being made to determine how public received Conelrad emergency information, with newspapers carrying questionnaires on effectiveness of anti-homing broadcast service.

FCC contingent of 30, led by Defense Comr. Robert E. Lee, went to unspecified remote headquarters Friday morning. FCC personnel as well as Federal Civil Defense Adm. conducted checks of Conelrad broadcasts.

Conelrad am stations switched to emergency equipment between 4:00-4:10 p.m.. All other stations were permitted to stay on air until 4:10, but this cut across two quarter-hours of network program time.

In Washington, stations started going off air shortly after 4:00, with complete silence at 4:10 except for Conelrad service. Both 640 and 1240 channels were received clearly in downtown Washington though volume varied sharply every time originating stations were shifted. At FCDA's Olney control center, Washington stations were received continuously and Baltimore service was received sporadically.

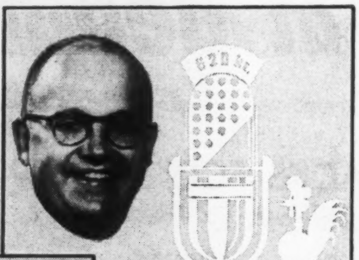
Other reports:

In Los Angeles, reception was good on 640, proved intermittent on 1240. Reverse was true at San Gabriel, Calif. Interference during test period was noted from XERB Rosarita Beach, Mexico, and other unidentified Mexican stations.

In Richmond, reception was audible on ground-level receiver at state capitol, although some interference was noted on 1240.

Senate Passes FCC Pay Raise

INCREASE in salaries of FCC members from from $15,000 to $20,000, with $20,500 for chairman, voted by Senate Friday (early story page 59). Bill now goes back to House because of amendments. Bill also involves federal retirement liberalization, to which Administration has expressed opposition. Administration has strongly supported salary increase.



Jovial **DEAN HARRIS**—Central New York's biggest and best radio host, the Dean of unseen salesmen.

KAY LARSON—The pretty voice that makes more men and most women tune in "Milady's Almanac".

AL MELTZER—Area high school and collegiate world must orbit around his musical turn tables or be in the dark.

JOE CUMMISKEY—More news for more listeners from sunrise to sunset.

ALL THIS

PLUS

CBS

IS WHY

WE ARE

FIRST*

IN AUDIENCE

6 A.M. to 6 P.M.

throughout the burgeoning 5 county Syracuse Retail Area.

*PULSE April-May, 1956

WHEN

RADIO

WHEN *planning a campaign for the Syracuse Market... insure its success with proven sales producers. Write, wire or phone for complete information.*

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

FCC Denies V-U Switch For Des Moines Educational

BY 4-3 VOTE FCC Friday denied what would have been second v-to-u switch in educational tv reservation. Commission denied petition by suspended ch. 17 KGTV (TV) Des Moines, Iowa, to shift the uhf Des Moines educational tv reservation from ch. 11 to ch. 17. Comrs. Bartley, Lee and Doerfer voted for requested change. Precedent-setting action came earlier in week when FCC replaced educational ch. 3 at College Station with educational ch. 48 and moved ch. 3 to Bryan-College Station as commercial channel (see story, page 51).

FCC also issued notice of proposed rule-making Friday on following changes:

Bozeman-Helena, Mont.—Delete ch. 12 from Helena and add it to Bozeman; Helena would then have ch. 10; Bozeman, chs. 9 (educational), 12 and 22. FCC proposed as alternative shifting Bozeman educational reservation from ch. 9 to 22. Comments on these proposals, advanced by Penn Engineering Co., Bozeman, are due Aug. 22.

Columbia-Charleston, S. C.—Change ch. 5 at Charleston (operating WCSC-TV to either ch. 4 or 7, moving ch. 5 to Columbia. Basic petitioner, ch. 67 WNOK-TV Columbia, asked that ch. 5 be switched from Charleston to Sandy Run, S. C. Comments due Sept. 10.

Comments were asked by Sept. 10 on following additions to proposals already subject of rule-making:

Peoria, Ill.—(Docket 11749) Add ch. 31 to Peoria. Outstanding rule-making would make Peoria all uhf, deleting ch. 8 and adding ch. 25, giving Peoria 19, 25, 37 (educational) and 43.

Springfield, Ill.—(Docket 11747) Add ch. 26 to Springfield. Outstanding rule-making would make Springfield all uhf, deleting ch. 2 (giving same to St. Louis, Mo.) and adding ch. 39 to Springfield, thus giving city chs. 20, 39 and 66 (educational).

AAAA Sets Regional Dates

AMERICAN Assn. of Advertising Agencies Friday set dates for its four annual regional meetings this fall. AAAA central region annual meeting is scheduled Oct. 4-5 at Chicago's Hotel Blackstone under chairmanship of Lawrence O. Holmberg, Compton Adv., Chicago. Western region meets Oct. 7-10 at Hotel Del Coronado, Coronado, Calif., under chairmanship of Trevor Evans, Pacific National Adv., Seattle. AAAA east central regional meeting is announced for Oct. 19-20 at Aurora Inn, Aurora, Ohio, under chairmanship of Andrew B. Meldrum, Meldrum & Fewsmith Inc., Cleveland. Eastern regional conference is set for Nov. 27-28 at New York's Hotel Roosevelt under chairmanship of Adolph J. Toigo, president of Lennen & Newell, N. Y.

KOOS Gets Coos Bay U

LONE APPLICANT for ch. 16 Coos Bay, Ore., KOOS Inc., Friday was recommended for grant in initial decision by FCC Hearing Examiner H. Gifford Irion. KOOS Inc. is licensee of KOOS Coos Bay (1230 kc, 250 w), which went on air in 1928. KOOS Inc.'s application for ch. 16 originally was designated for hearing with Pacific Tv Inc., but latter had its application dismissed to await rule-making on its request to the FCC to assign ch. 11 to Coos Bay.

WASN'T OFFICIAL

IT ALL depends on timing. FCC has spelled out when a candidate is privileged to demand (and receive) equal time in letter to one William Cotter, candidate for Wayne County, Mich., probate judge. Seems his opponent appeared on juvenile delinquency tv panel show last month and Mr. Cotter demanded (and was refused) equal time. FCC in letter to Mr. Cotter said he was not qualified to make demand because opponent appeared before he became a legally qualified candidate.

RCA 4-lb. Transistorized Video Camera Announced

"RADICAL" new transistorized four-lb. tv camera and 15-lb. portable pack-back transmitter being announced today (Monday) by RCA. New equipment, completely transistorized except for transmitting and pickup tubes, will be used experimentally by NBC in coverage of political conventions next month.

Developed at RCA's David Sarnoff Research Center at Princton under guidance of Dr. V. K. Zworykin, honorary vice president of RCA, entire assembly employs 70 transistors. Aside from viewfinder (which may be used in detached position), camera is 2½ in. high, 3 in. wide, 8¼ in. long. Pack-back transmitter, whose 15 pounds compare with approximately 50 pounds for previous portable transmitters with tubes, is 12 in. wide, 13 in. high, 3 in. deep. RCA said it can send tv signals to base stations more than one mile away.

New half-inch Vidicon camera tube is used in camera. Officials said developmental samples of tube will be made available to tv camera manufacturers in few weeks.

Boston Educational Tv Outlet Set for ABC Election Coverage

ABC-TV's coverage of 1956 political conventions will be seen in Boston on non-commercial WGBH-TV, Lowell Institute Broadcasting Council station reported Friday. In agreement signed by educational outlet, ABC-TV and Philco Corp., sponsor of network's telecasts, WGBH-TV will carry convention coverage as "public service." All programs will acknowledge Philco's participation but will eliminate commercial announcements. WNAC-TV (ch. 7) Boston, which regularly carries both ABC-TV and CBS-TV programs, will air CBS-Westinghouse political coverage only.

Orders Color on WITI-TV

IN ITS initial plunge into television, Formica Corp., Cincinnati, has launched 17-week color tv spot saturation campaign on WITI-TV Milwaukee to test efficiency of tv selling for Formica. Campaign, placed through Perry Brown Co., Cincinnati, is scheduled six days weekly on WITI-TV at 9:30 p.m., and consists of one-minute filmed spot announcements. Edward A. More, Formica's advertising manager, explained move into color tv: "Color is our business; we should look to color tv as a future potential in sales."

PEOPLE

JAMES J. McCAFFREY, media director; **SHELBY H. PAGE,** treasurer and **HERBERT W. WARDEN,** account supervisor, Ogilvy, Benson & Mather Inc., N. Y., elected vice presidents.

J. LEWIS AMES, vice president and secretary, and **J. E. FLEISCH,** vice president and account supervisor, Ruthrauff & Ryan Inc., N. Y., elected to board of directors.

MILDREW W. MAKOVER, account executive, Henry J. Kaufman Adv., Washington, D. C., to copy staff, C. J. LaRoche & Co., N. Y.

STUART K. HENSLEY, vice president in charge of advertising and brand promotion, Toni Div. of Gillette Co., appointed executive vice president. **MARTIN N. SANDLER,** former Toni treasurer, succeeds Mr. Hensley in advertising post.

IRA GONSIER, timebuyer, Harry B. Cohen Adv., N. Y., expected to join Sullivan, Stauffer, Colwell & Bayles, N. Y., in similar capacity.

NBC Affiliates Set Up Program Advisory Unit

FORMATION of NBC Radio affiliates' program advisory committee to work closely with NBC officials in planning, on continuing basis, radio network's program structure was announced Friday by Lester W. Lindow, WFDF Flint, Mich., chairman of NBC Radio Affiliates Executive Committee.

Five-man group was created as result of discussions started at meeting of executive committee and NBC officials June 29 when new *NBC Bandstand*, two-hour morning (10-12 noon) series of live pickups of name bands (which starts July 30 on Monday-Friday basis), was decided upon as partial successor to ill-starred *Weekday* service [B•T, July 2]. Mr. Lindow said committee would "reflect the thinking of the affiliates and assist the network in its plans by trying to help it make these plans as practical and desirable as possible."

Members are Alex Keese, WFAA Dallas; Louis Read, WDSU New Orleans; Harold Essex, WSJS Winston-Salem; Harold Grams, KSD St. Louis, and William Warren, KOMO Seattle. Date of first meeting has not been set.

N. Y. Executives Lukewarm To Poll-O-Meter Presentation

AGENCY AND NETWORK research executives were introduced Friday in New York to new electronic measuring device—Poll-O-Meter—as guests of Poll-O-Meter Corp., Beverly Hills, Calif. Machine, which instantaneously records tv set signals via mobile truck unit as vehicle passes along street at 10 miles per hour, calibrates number of signal impressions according to channel number. Film depicting truck unit at work in Los Angeles was shown under joint presentation with New York investment house Henry Monotor Assoc. Inc., which is gathering industry reaction in view of possible financing.

Research experts queried by B•T on feasibility and usefulness of Poll-O-Meter saw difficulty in translating information into meaningful or useful terms to network or agency users. One such executive said Poll-O-Meter "has the enumerator but no denominator." Researchers agreed that device has "possibilities" but not until "certain difficulties are straightened out." They pointed out these difficulties as lack of sampling base and audience composition. Without either of these qualifications, actual application of service, which would show average audience and share of audience, would be diluted.

the week in brief

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Local ads in Denver Post are read, on average, by 18% fewer women per dollar than a year ago, TvB President Treyz tells Denver advertiser-agency executives 68

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National executive secretary of AFTRA tells convention that mutual interests and overlap of membership will "eventually force" the two talent unions to combine 70

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EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
NEWS EDITOR: Fred Fitzgerald
SPECIAL PROJECTS EDITOR: David Glickman
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ASST. TO MANAGING EDITOR: Donald V. West
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EDITORIAL ASSISTANTS: Hilma Blair, Sylvia Quinn, John Sheldon, Ann Tasseff, Rita Wade
SECRETARY TO THE PUBLISHER: Gladys L. Hall

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NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355

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NEW YORK FEATURES EDITOR: Rocco Famighetti
STAFF WRITERS: Frank P. Model, Selma Gersten, Doris Fischoff

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CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD

6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
WESTERN SALES MANAGER: Bill Merritt, Virginia Bialas

Toronto, 32 Colin Ave., HUdson 9-2694
James Montagnes

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*Reg. U. S. Patent Office

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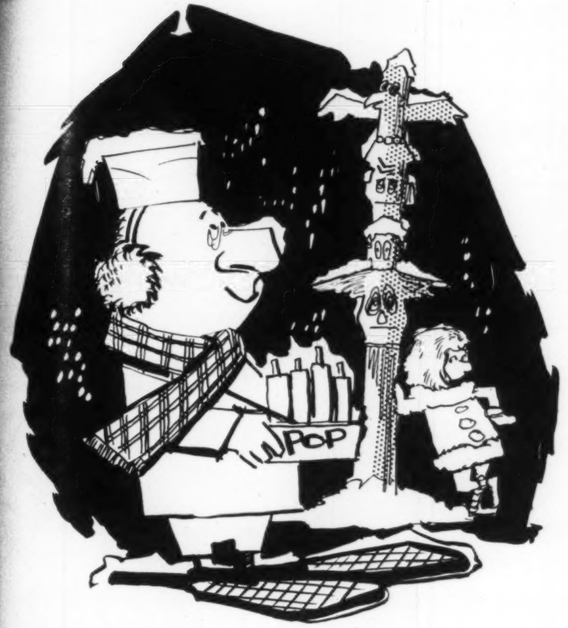
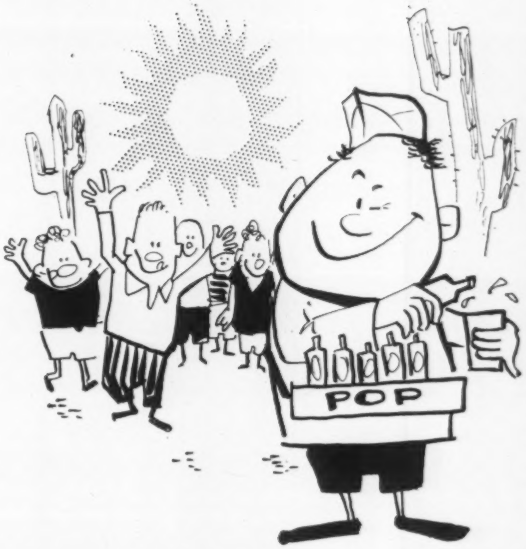
Sales Are a Matter of Moods



NO SALE—
In the Arctic, soda pop does not suit the mood.

SALES! SALES!
On the desert, the customer is ***in the mood!***



The **Mood** is always **Right** for **Sales** on a KTLA Live Show—because your integrated commercial has the impact of personalized selling presented in the same warm, friendly mood as the show itself. Current advertisers have felt the **Proof** of this in **Sales.**

PUT THE WHOLE SHOW TO WORK FOR YOU!

KTLA's Live Shows Set the RIGHT MOOD for SALES!

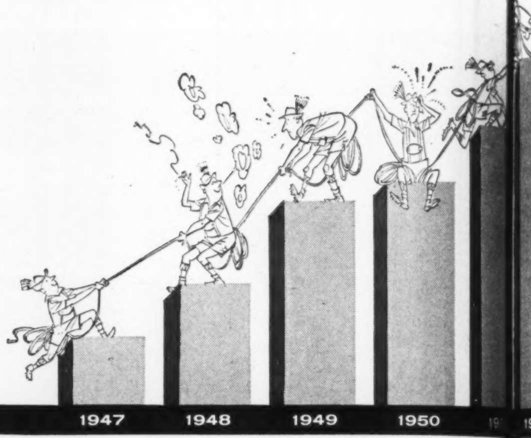
KTLA CHANNEL 5

5800 Sunset Blvd.
Hollywood 28, California

Represented Nationally by Paul H. Raymer Co., Inc.

We're 10 Years Old!

This chart shows our growth from 3½ million dollars of billing to over 36 million—unequaled by any other post-war agency



You can't do it the easy way!

Some things we have learned from our 10 years of experience that have proved profitable to us—AND TO OUR CLIENTS

EVERY successful businessman, we suppose, likes to think he "got there" by hard work—and usually he did.

We feel that way ourselves. We're ten years old, and we probably have a right to view our first decade as a pretty successful one.

But when we look back, we can't find anything sensational in our performance. No fireworks.

Just an awful lot of hard work. And some surprising results.

We tooled up for it

Back in 1946, SSC&B was founded to meet a post-war need for experience, special knowledge, *and hard work* in the coming battle for packaged goods sales.

Our new agency was deliberately staffed with men of wide experience and outstanding ability in this highly competitive field. Men, you might say, who were hardened by "the discipline of the depression."

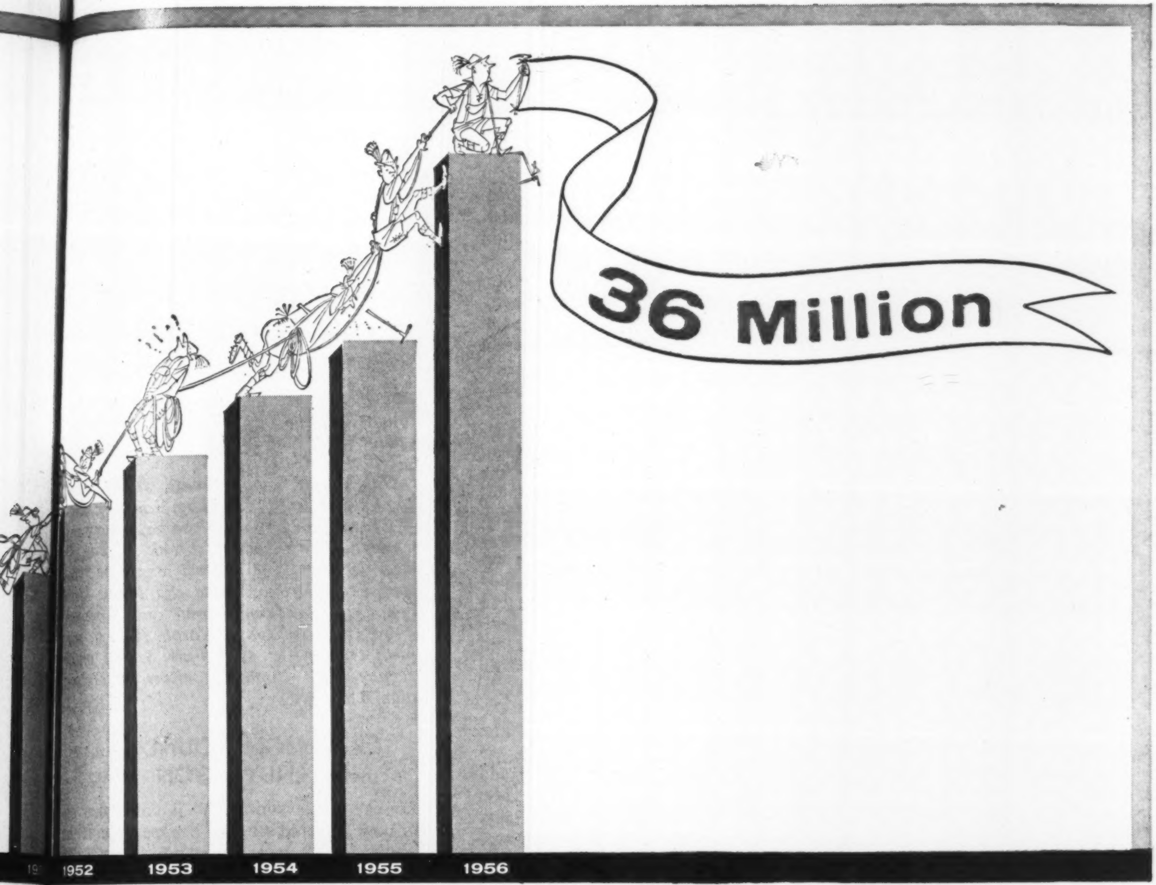
Also by design, it included some of the country's top-flight specialists in television—a still-experimental medium that was foreseen as a new, powerful selling force of the future.

It has paid off—double

The chart above shows how an advertising agency founded on such ideas, and blessed with able clients and fine products, can prosper.

But—more interesting to you—it shows how our clients have prospered too.

For, of our total 36 million dollar billing today, more than 20 million is increased billing from eight of our earliest clients, based on increased sales.



And all eight of these clients are in fields so strongly competitive that sound, hard-selling copy is almost a *must* for survival—cigarettes, soaps, proprietaries, foods and other grocery and drugstore items.

Some things we've learned

These are supposed to be lush times. But competition in many fields is just as tough as ever—or tougher than ever.

The battle is still going on, and experienced advertisers are not being fooled by what may look like easy going.

They know that, even with volume bulging, it is easy to lose competitive position.

They know that new product developments can badly damage a beautiful consumer franchise almost overnight.

And that a relaxed attitude toward advertising, selling and product improvement can be an invitation to disaster.

How we may help

If you are such an advertiser, you might be interested in hearing how we operate under today's special competitive conditions.

How, for example, we have helped clients launch *new products* in brutally competitive fields.

How we have helped *"fenced in"* products break out of local markets into broader, richer territory.

How we have helped fine products, that somehow had *dropped behind the field,* regain leadership.

Success in jobs like those does not come easy. It all adds up to hard work. But that's what we like here at SSC&B. Because we're used to it and are geared up to it.

And because we've found that it gives an advertising agency its best chance to grow—*along with its clients.*

Sullivan, Stauffer, Colwell & Bayles, Inc.

Advertising

477 MADISON AVENUE, NEW YORK 22
PHONE: MURRAY HILL 8-1600

22

22 W. Hubbard Street—the address of Chicago's *pace-setting* film company. Housed in compact facilities . . . three big film-making floors in one building. Producers of quality TV commercials and shows for the nation's leading advertisers. Currently in production . . . 85 hour and half-hour TV shows.

Write for a sample reel of recent TV commercials . . . information about "Camtronic", the cost-cutting filming method and one of our new shows, THE NATIONAL BARN DANCE.

FRED A. NILES
Productions, Inc.
Motion pictures for theatre, television and industry
22 W. HUBBARD STREET CHICAGO 10, ILLINOIS SUperior 7-0760
In Hollywood: 1040 N. Las Palmas

L... FAN

IN REVIEW

CAN FREEDOM WIN?

LAST YEAR Brig. Gen. David Sarnoff, RCA board chairman, presented to the White House a memorandum, "Program for a Political Offensive against World Communism," which urged that a firm decision to "win the Cold War" be adopted as the "surest way to prevent a Hot War."

Inspired by that document is *Can Freedom Win?,* NBC Radio series of 13 25-minute broadcasts designed to explore international communism, its goals and its tactics, for the edification of the American public. Series, presented by NBC under a grant from the Richardson Foundation, will have as guests authorities on communism who will give recommendations as to how the United States can best meet and defeat its challenge.

Norman Thomas, head of the Socialist Party, who was guest on the series' opening broadcast July 12, and the program's two regular panelists —Eugene Lyons, a *Reader's Digest* senior editor, and Dr. Robert Strausz-Hupe, director of the Foreign Policy Research Institute of the U. of Pennsylvania, found themselves in full agreement on the program's subject: "Is World Domination Still the Soviet Goal?" Their answer: a resounding "Yes." Soviet methods may have changed; they may be operating on a policy that present conditions favor psychological and political maneuvers rather than armed force as a means of spreading communism throughout the world; but they're still out to make the world solidly communistic.

The three panelists also agreed that, as Mr. Thomas expressed it, "all the downgrading of Stalin has been in order still higher to upgrade Lenin," and that this is no improvement. Mr. Thomas declared that to prevent this new Soviet drive from winning converts the western nations must offer a definite program of their own, but neither he nor the others spelled out what that program should be.

With no gimmicky trappings to attract or hold the casual listener, *Can Freedom Win?* offers instead a straightforward discussion of a weighty problem that seems likely to make its greatest appeal to those individuals who are already concerned with the threat of world communism and who want to know more about it and what they can do about it. As with most education, what the listener gets out of this series depends largely on what he puts into it.

Production costs: Approximately $7,500.

Presented by NBC in cooperation with the Foreign Policy Research Institute of the U. of Pennsylvania, on NBC Radio, sustaining, Thurs., 9:05-9:30 p.m., under a grant from the Richardson Foundation.

Moderator: Hardy Burt; producer: Hardy Burt; director: George Boutsas.

Panelists: Eugene Lyons, Dr. Robert Strausz-Hupe and guests. Norman Thomas was guest on the opening broadcast, July 12.

THE BACHELOR

HAL MARCH, known to John Q. Viewer as a quiz show m.c. and sometime actor, had a chance on an NBC-TV *Sunday Spectacular,* "The Bachelor," to show what a really talented fellow he is. Called on to sing, act, caper and look good, he did all with polish and brought the role the extra element that makes a performance credible, even when the show doesn't pretend to be more substantial than a soap bubble.

As much must be said for his colleagues: Carol Haney, Jayne Mansfield and all.

Writers Arnie Rosen and Coleman Jacoby with songsmith Steve Allen took their inspiration close to home—Madison Avenue—and whipped up a gay script about an advertising executive who parcels out affections to several girls and a secretary. Every one of the songs—nine all told—was singable, unpretentious and charming, from "Slave Girl" (sweet to the ears of any secretary) to "Three Cheers and a Tiger" (listing football cliches dear to the businessman's heart) to "This Could Be the Start of Something" and so on.

Another melody which lingers after these spectaculars is the "You and Us" signature of the imaginative U. S. Rubber commercial.

Joe Cates' direction of "The Bachelor" produced some nice stylistic touches by actors in the course of their short 90-minute romp.

Production costs: Approximately $60,000.

Sponsored by Kraft Foods Co. through J. Walter Thompson Co., U. S. Rubber Co. through Fletcher D. Richards Inc., Maybelline Co. through Gordon Best & Co. and National Savings & Loan Foundation Inc. through McCann-Erickson Inc. on NBC-TV in color and black-and-white Sunday, July 14, 7:30-9 p.m. EDT.

Cast: Hal March, Carol Haney, Jayne Mansfield, Julie Wilson, Georgiann Johnson, Renzo Cesana, Harry Holcombe, Raymond Bramley, Peter Gennaro, Frank Derbas.

Producer-director: Joe Cates; associate producer: Ervin Drake; music and lyrics: Steve Allen; book: Arnie Rosen and Coleman Jacoby; choreography: Carol Haney; costumes: Guy Kent; sets: Burr Smidt; music director: Ted Raph; program supervisor: Julian Bercovici.

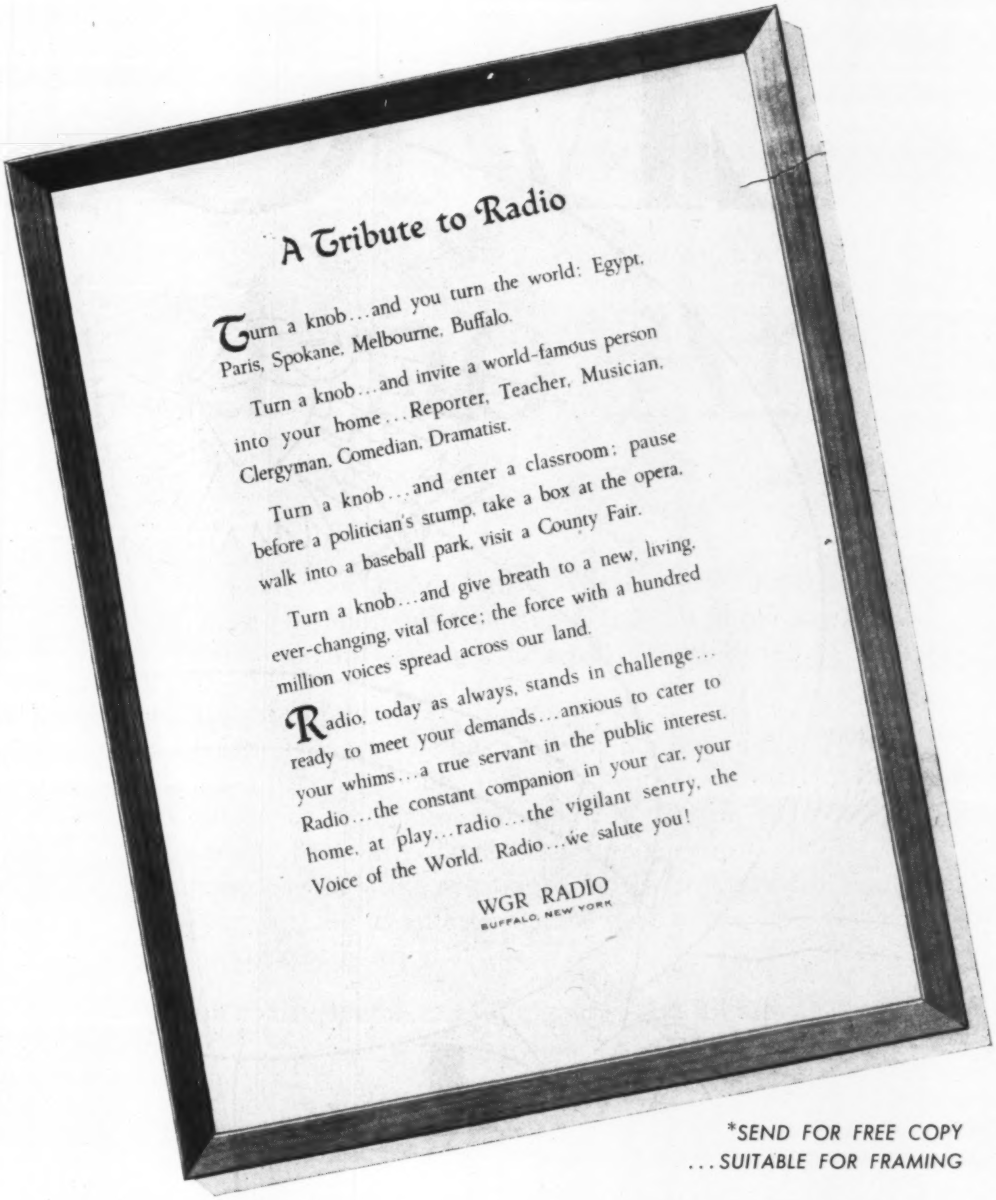
CAMPAIGN ROUNDUP and BANDWAGON '56

SO far as "tv news-in-depth" is concerned between now and mid-August, it appears as if the the audience will have to get along on a diet of warmed over *soupe du jour.* It does not take much imagination to set a bunch of political pundits before a live camera to talk over has-been news. But from *their* point of view, we suppose, after having their tongues burned back in 1948, luke-warm soup tastes so much better than, say, baked crow.

Last week, 15 of these pundits—representing two large radio-tv networks and a leading newsweekly—spent close to an hour before the cameras, vapidly discussing such stale items as the late primaries and the people who figured in them. All told, it seemed a dreadful waste of time, both on their part and on ours.

On ABC-TV's *Campaign Roundup,* an impressive array of ABC and *Newsweek* reporters banded together in one studio—an inescapable conclusion despite ABC's efforts to disguise the proceedings as one massive round-up from around the country—to "report" on the country's political pulse. Thirty minutes later, it was still beating strong. Ike was still the GOP standardbearer; Stevenson seemed a sure bet for the Democrats (though ABC's Paul Harvey and *Newsweek's* Ken Crawford just couldn't get together on whether the choice of Tennessee's Gov. Frank Clement as Democratic keynoter was a concession to Stevenson or Kefauver), and Harriman was still sneaking up, albeit at snail's pace. So, for that matter, did the TelePrompTer. Picture some of the quickest minds in journalism looking desperately into the camera eye, stumbling, groping for the right ad-lib till the next line came up, and you get a composite of a program that might better have been titled *Campaign Mishmash.*

There was no such trouble over at CBS-TV as it launched *Bandwagon '56.* The cooks numbered fewer, but the brew was still the same no matter how you spooned it. In this instance, newsmen Walter Cronkite, Bob Trout, Eric Sevareid, Blaine Littell and Dallas Townsend



A Tribute to Radio

Turn a knob...and you turn the world: Egypt, Paris, Spokane, Melbourne, Buffalo.

Turn a knob...and invite a world-famous person into your home...Reporter, Teacher, Musician, Clergyman, Comedian, Dramatist.

Turn a knob...and enter a classroom; pause before a politician's stump, take a box at the opera, walk into a baseball park, visit a County Fair.

Turn a knob...and give breath to a new, living, ever-changing, vital force; the force with a hundred million voices spread across our land.

Radio, today as always, stands in challenge...ready to meet your demands...anxious to cater to your whims...a true servant in the public interest. Radio...the constant companion in your car, your home, at play...radio...the vigilant sentry, the Voice of the World. Radio...we salute you!

WGR RADIO
BUFFALO, NEW YORK

*SEND FOR FREE COPY
...SUITABLE FOR FRAMING

So powerful is the impact of radio today, that it moved one of our writers to compose this "Tribute" for the recent celebration of National Radio Week. We thought you might like to have a copy for your office.

So powerful too, is WGR. It *dominates Buffalo* and Western New York, the Nation's 14th Largest Sales Area. What's more, there's a bonus audience of 600,000 radio families in nearby Canada. Your first buy in Buffalo is WGR...

BUFFALO'S FIRST STATION

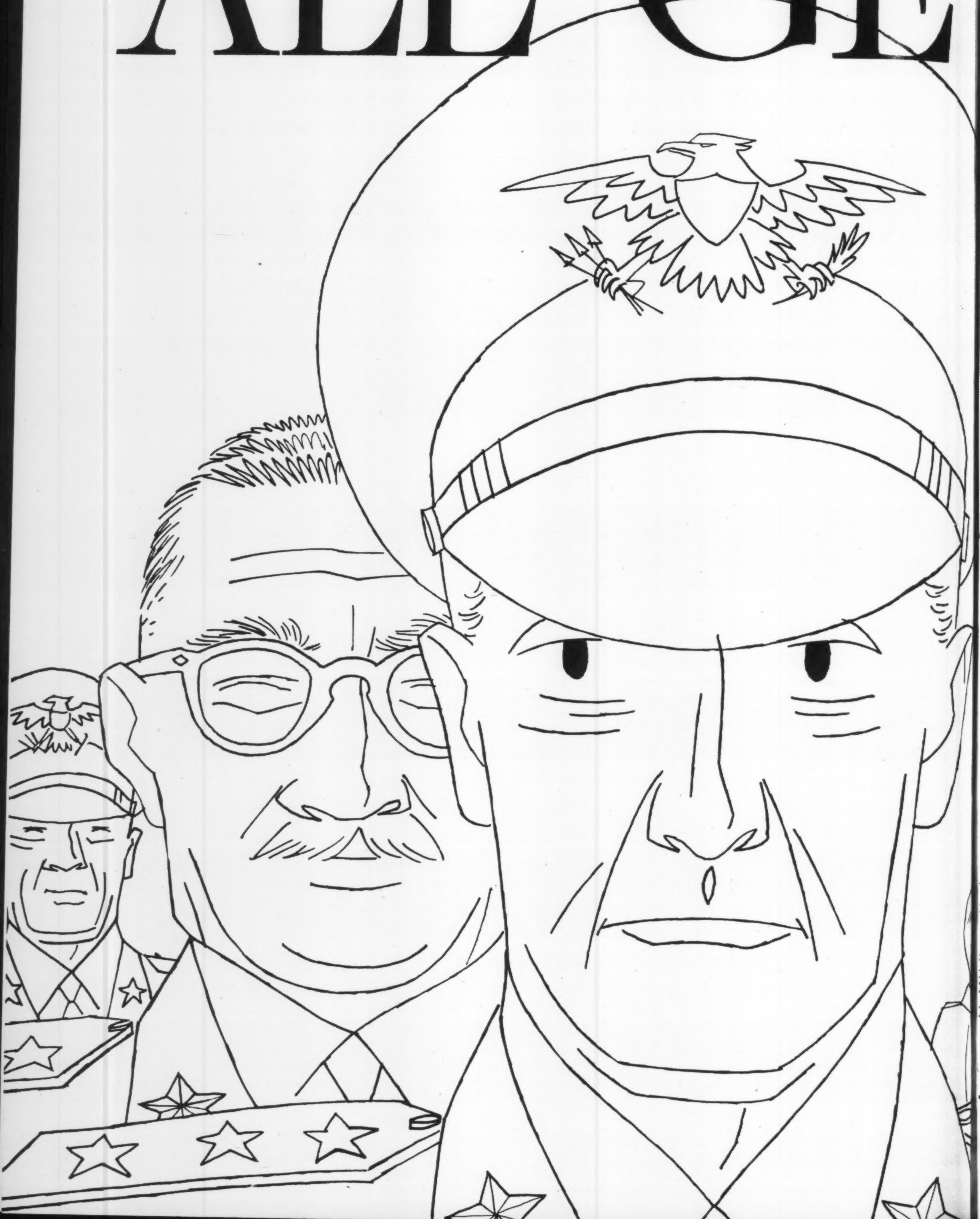
WGR

ABC AFFILIATE

Representatives: Peters, Griffin, Woodward, Inc.

*WGR Hotel Lafayette, Buffalo, N.Y.

ALL GE



NERALS

and no Army!

– All brass and no bullets – doesn't make for much of an army – doesn't make for successful compaigns. Braid is impressive but it's the "men on the line" that get the results – and it's results that count.

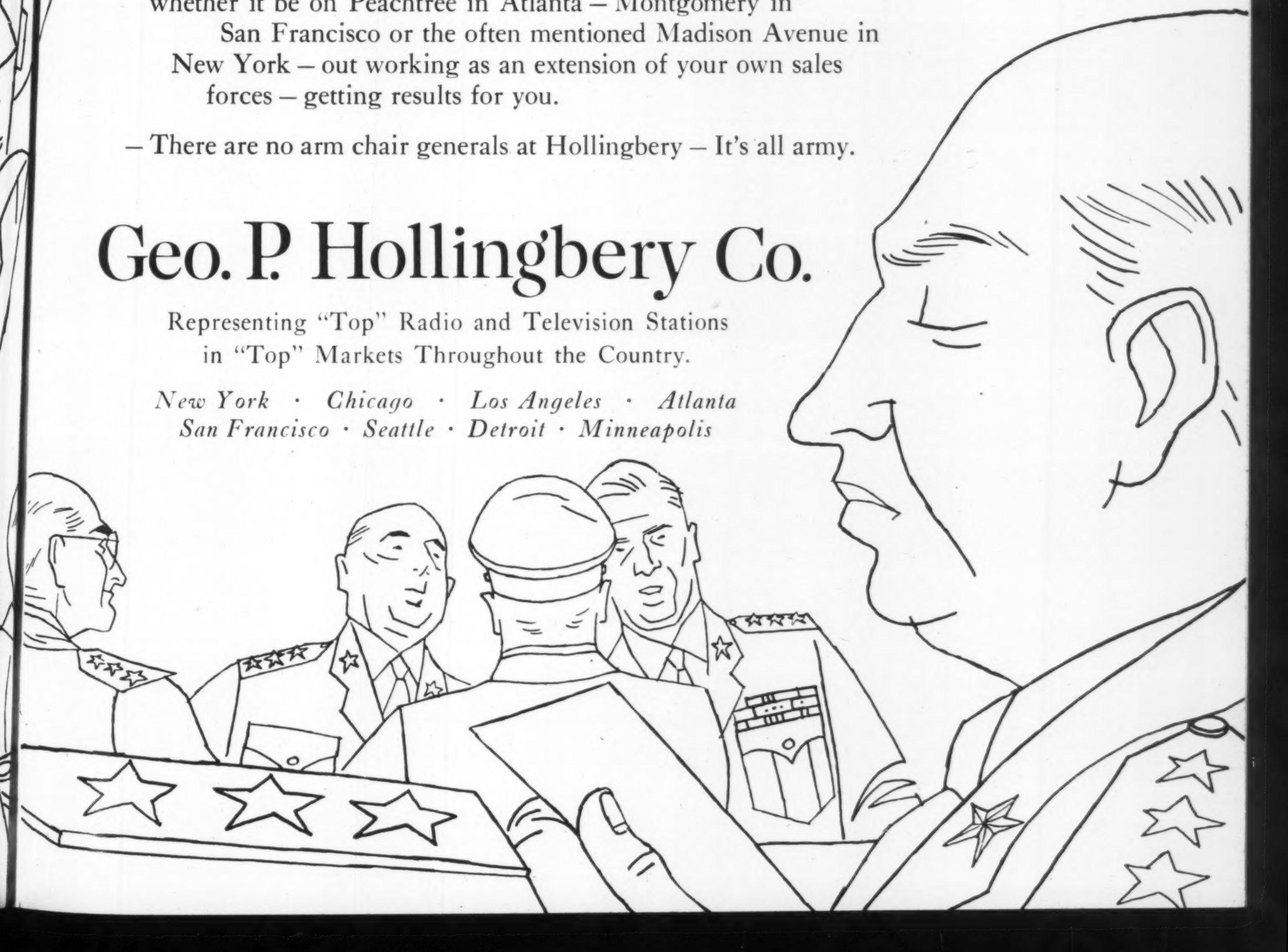
– There is no "brass or braid" at Hollingbery – every man in the organization whether he has a title or not is a worker – a salesman – He has a list of accounts – advertisers and agencies. He is out of the arm chair and "on the line" – whether it be on Peachtree in Atlanta – Montgomery in San Francisco or the often mentioned Madison Avenue in New York – out working as an extension of your own sales forces – getting results for you.

– There are no arm chair generals at Hollingbery – It's all army.

Geo. P. Hollingbery Co.

Representing "Top" Radio and Television Stations
in "Top" Markets Throughout the Country.

New York · Chicago · Los Angeles · Atlanta
San Francisco · Seattle · Detroit · Minneapolis



NOW
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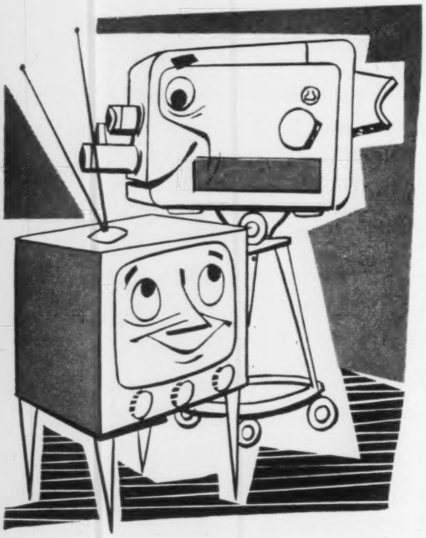
NBC LIVE
PROGRAMMING
IN FLORIDA'S
SECOND MARKET



WFLA-TV provides intensive coverage of Florida's SECOND market with unduplicated NBC live programming at maximum power from Florida's tallest tower (1057-feet). Your sales message is delivered with a 316,000 watt selling punch into a rich, busy 30-county area which includes the TAMPA-ST. PETERSBURG metropolitan market, *Florida's second, and America's 36th Retail Market!**

Get top-rated availabilities from your BLAIR-TV man today!

**SM—Survey of Buying Power, May 1956*

wfla-tv channel 8
TAMPA - ST. PETERSBURG
NBC Basic INTERCONNECTED
NBC

National Representative—BLAIR-TV Inc.

took turns each reporting on the primaries, the candidates, the issues and the "trends." Later, they collectively discussed such topics as Harry Truman's power (considerable), the worthiness of primaries (not very), and the chances of Kentucky's Happy Chandler to figure on the national Democratic ticket (very poor). At least, in CBS' case, the promise for something "different" is there: scheduled for (yesterday's) second *Bandwagon '56*—a visit by grass-roots pollster Sam Lubell and Remington-Rand's "infallible" UNIVAC computer.

Summary: with all the gadgets and sources available to television news, there seems to be no excuse for such a limp bill of retrospection as was handed the tv audience last Sunday. To phrase a GOP coin: the people behind *Campaign Roundup* and *Bandwagon '56* are more like kennel dogs than bird dogs.

Campaign Roundup:

Presented by ABC Dept. of News and Special Events in cooperation with Newsweek *Magazine on ABC-TV, Sunday, 4-4:30 p.m. EDT.*

Participants: Newsweek's *Ernest K. Lindley, Harold Lavine, Kenneth Crawford, Robert H. Fleming and Jack Iams; ABC's Quincy Howe, Edward P. Morgan, Paul Harvey, Bryson Rash and Martin Agronsky.*

Written by Newsweek's *National Affairs department; directed by Marshall Diskin for ABC.*

Bandwagon '56:

Written and produced by CBS Dept. of News and Public Affairs on CBS-TV, Sunday, 4:30-5 p.m. EDT.

Participants: Robert Trout, Walter Cronkite, Eric Sevareid, Blaine Littell and Dallas Townsend. Producer: Bill Weinstein; director: Bob Quinn.

SNEAK PREVIEW

TELEVISION has been responsible for such a burgeoning of creative activity in the few years of its industrial life that naturally all that's good hasn't gotten on the air. Now some of the medium's otherwise unsung songs are getting a chance to live briefly on NBC-TV's *Sneak Preview*, a summer show made up of pilot films of proposed series.

Each of these is potentially good, and the viewer can decide what he'd do about it if he had the say. Sitting in the seat of judgment has a certain audience appeal, something like the suspense of a giveaway except that the rewards here are artistic satisfaction rather than a handout. It's rewarding even when the show turns out disappointingly, as did the second *Preview*, "Merry-Go-Round." This particular pilot, an adventure fantasy with primary appeal to youngsters, was well handled by production people, but it was defeated by a pointless plot.

Maybe a more likely idea will show up next week. This prospect ought to keep a fair, if not guaranteed, number of the curious coming back to *Sneak Preview* in weeks to come.

Production costs: Approximately $30,000.

Sponsored by Procter & Gamble Co., Cincinnati, through Compton Adv., N. Y., on NBC-TV Tuesday, 9-9:30 p.m. EDT.

July 10 film: Samuel Goldwyn, Jr. Production; author: Ray Bradbury; host & narrator: Nelson Case; star: Barry Frohner.

IT'S POLKA TIME

POLKA DEVOTEES (and dancers) being pretty much the same the world over—light-hearted, sure-footed and, apparently, legion in number and avidity—there appears to be all the reason in the same world for a network tv program aimed at addicts of this adjunct of folk music. In fact, there are probably a good many more polka fans in the United States than coffee beans in Brazil—at least in cities with heavy foreign-language-speaking elements.

If this be the case, then, ABC-TV seems on solid ground in presenting on the network a show that has already won its spurs in Chicago. Like televised bowling and golf, and the *WLS National Barn Dance*, polka shows have emerged as popular fare in Chicago and *It's Polka Time* well may have the ingredients for a long network run.

This ABC-TV Chicago entry premiered on some 20 stations July 13. It proved a pleasant potpourri of tunes by Stan Wolowic's Polka Chips, songs by Carolyn DeZurik and dances by the cast's regular and Austrian-Bavarian dance groups. All executed their routines with considerably more Polish polish than one would reasonably have a right to expect.

The format is simple throughout and Bruno (Junior) Zielinski is at his teleprompterish best as master of ceremonies. There is a bit of embellishment, too, in a Polka Chips singing commercial built around the theme, "What'll You Have?" Well, if Junior can be believed, "Pabst is in the same business we are—entertainment." Pabst, indeed, was in business on the premiere—and hopefully for the rest of the summer.

Production costs: Approximately $7,500.

Sponsored by Pabst Brewing Co. through Leo Burnett Co. on ABC-TV, Fri., 9-9:30 p.m. (CDT).

Producer-director: Dan Schuffman; musical director: Stan Wolowic.

Cast: Bruno (Junior) Zielinski, m.c.; Carolyn DeZurik, vocalist; Stan Wolowic and The Polka Chips instrumental group; Kanal Siodmy dancers; Rosegger Steirer Austrian-Bavarian guest dance group.

BOLD JOURNEY

IF YOU ever spent an evening watching home movies of some friend's summer vacation roughing it in the wilds, you'll find a familiar note in *Bold Adventure*, new Monday evening (7:30-8 p.m. EDT) series on ABC-TV. The difference is that this tv adventure series deals with adventures of professional adventurers; the movies are still strictly in the amateur class, if last Monday's inaugural show is typical of the series.

"Here we are, shooting the rapids." "Here we are, rocking the rubber raft off a rock." "Here I am, dressed in the nylon nightgown the group gave me for a farewell present and you might (giggle) call this picture river cheesecake." Those are typical quotes from the narration of Georgia White, who takes parties on river trips, not gentle floating affairs on calm streams, but adventuresome, hazardous, exciting excursions on rough waters, filled with rapids and rocks.

The adventures of Mrs. White and her party on the Salmon and Snake Rivers of Idaho and Oregon, replete with scenery and wild life and campfires and, above all, water, both outside and, all too frequently for comfort, inside the rubber boats in which the party traveled, were obviously real. "This really happened," the viewer could tell himself. The trouble was that the next words might well be "so what." Truth may be stranger than fiction at times, but usually it's a lot duller, a fact that *Bold Adventure* unnecessarily accentuates. We recommend it heartily to Boy and Girl Scouts of all ages. Others, beware.

Production costs: Approximately $25,000.

Sponsored by Ralston Purina Co. through Guild, Bascom & Bonfigli, on ABC-TV, Mon., 7:30-8 p.m.

Host: John Stephenson, with guest adventurer. On opener, July 16, guest was Mrs. Georgia White.

Producer: Julian Lesser.

IN NEW ENGLAND'S

BIG 3

CBS TELEVISION NETWORK

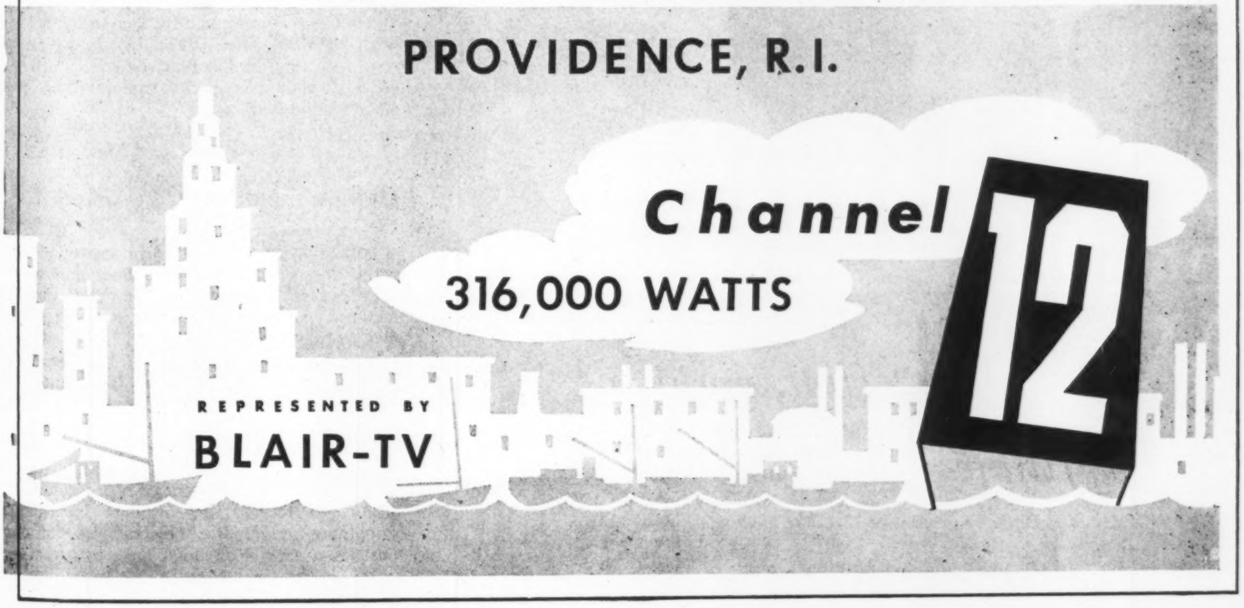
PROVIDENCE, R.I.
Fall River, Mass.
New Bedford, Mass.

MARKET

WPRO-TV

CBS TELEVISION

PROVIDENCE, R.I.



Channel 12

316,000 WATTS

REPRESENTED BY
BLAIR-TV

Woman - to - Woman

is how Betty Clarke sells

If what you sell is bought by women (and that's just about everything) you'll like the kind of selling job WFDF's Betty Clarke does. She's the only Woman's Editor in Flint radio . . . and her warm, personal show is a listening must each weekday at 9:55 AM and again at 2:30 PM. It's the one radio source in Flint for the latest news of fashion, food, beauty, and helpful household hints. Betty plays your commercials straight or gracefully works them into the program format. She's especially good with a new product. Why not yours? Katz will help you with all the details and tell you lots more about the show.

wfdf *flint, michigan*

nbc affiliate Associated with WFBM AM & TV Indianapolis—

WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

Represented Nationally by the KATZ AGENCY

OPEN MIKE

Videotown Color

EDITOR:

I want to express my appreciation for the way you handled my color television story . . . an excellent job of turning what was meant to be a confidential report into a really interesting news story. I believe that the way it was handled definitely adds to the prestige of our Videotown studios.

Since it has been out, I have received a number of congratulatory comments from both in and outside the agency.

Gerald W. Tasker, V.P. & Dir. of Research
Cunningham & Walsh, New York

Wrong Address?

EDITOR:

Your fine magazine has carried several articles and letters regarding stations putting records on the air without auditioning them. We don't have an opportunity to audition all the records at WBML but I am glad that we "caught" the "Gettysburg Address" by Lord Buckley . . . [a] horrible satire on one of the greatest speeches this country has ever heard.

I am mailing this disc to you because you could hardly believe it unless you hear it. Don't bother about returning it as I do not want it anywhere near the WBML library.

George W. Patton, Gen. Mgr.
WBML Macon, Ga.

[EDITOR'S NOTE: Hip Record H-301 includes two versions of the Gettysburg Address by "Lord" Richard Buckley, one a straight dramatic reading, the other a bop-talk take-off. Apparently meant to be real cool, the bop version which made WBML so hot left B•T completely cold.]

Non-Stop Order

EDITOR:

. . . I am real grateful for the way I have been kept in contact with the various goings-on of the r/t industry through the pages of your good magazine this past year. Please remind me never to cancel my subscription!

Charles M. Wilds
Beau Rivage Palace
Lausanne—Ouchy, Switzerland.

[EDITOR'S NOTE: Mr. Wilds was formerly supervising timebuyer of N. W. Ayer & Co.]

Response

EDITOR:

Thank you very much for running the picture story on Herb Fried [B•T, July 2]. As of this date [July 16], he has received over 150 letters of congratulations, not to mention the many phone calls. . . .

Dennis F. Dunn, Pub. Rel. Dir.
W. B. Doner & Co., Baltimore, Md.

Getting's Not Always Using

EDITOR:

Something should be said in answer to statements recently made to the effect that women broadcasters in large numbers "use" publicity material that is commercial in content, thus giving away time. Apparently some publicity people base their estimates of the number of free plugs they receive on the number of women who agree to receive their mailings; not on the number who actually send proof of use. They wail bitterly that few broadcasters mail back the "I used your material," cards.

Certainly many women broadcasters are willing to receive new product information, sometimes accompanied by samples for demonstration use. You don't have to promise to put it on the air, just to be on the mailing list.

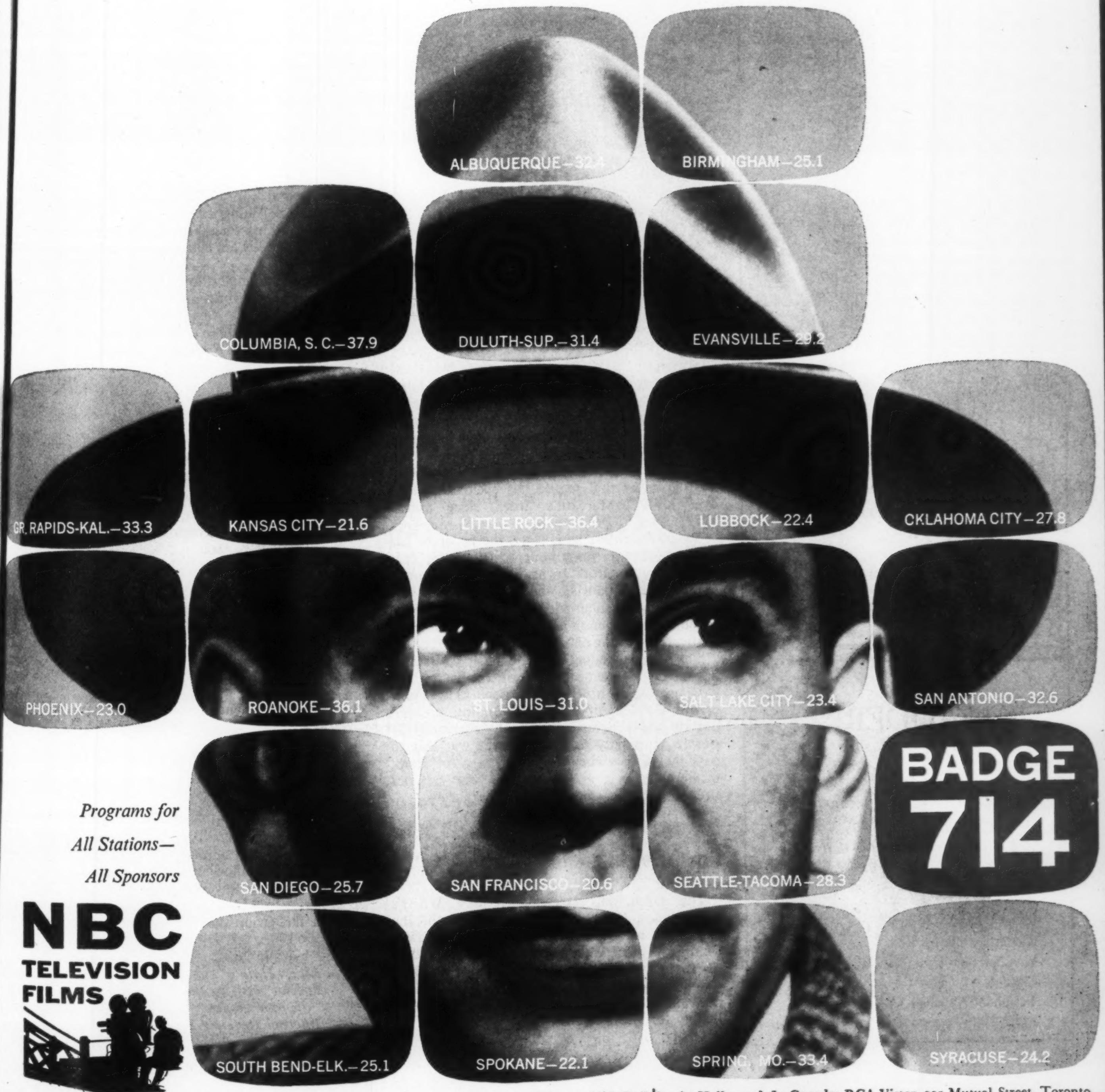
It's nice to keep up with new items coming on the market. Sometimes this advance infor-

JUST RELEASED!

39 NEW EPISODES

OF BADGE 714

Here's Jack Webb, your man for top ratings!...
and BADGE 714, the program that proved re-runs can be great. As "DRAGNET," it is the highest-rated* mystery show on network television today. As BADGE 714 its spectacular success continues in market after market (see latest available ARB Ratings below)! Get the sure way to big audiences and increased sales — get BADGE 714. Sign up now for first-run syndication sponsorship in your markets.


ALBUQUERQUE—32.4
BIRMINGHAM—25.1
COLUMBIA, S. C.—37.9
DULUTH-SUP.—31.4
EVANSVILLE—29.2
GR. RAPIDS-KAL.—33.3
KANSAS CITY—21.6
LITTLE ROCK—36.4
LUBBOCK—22.4
OKLAHOMA CITY—27.8
PHOENIX—23.0
ROANOKE—36.1
ST. LOUIS—31.0
SALT LAKE CITY—23.4
SAN ANTONIO—32.6
SAN DIEGO—25.7
SAN FRANCISCO—20.6
SEATTLE-TACOMA—28.3
BADGE
714
SOUTH BEND-ELK.—25.1
SPOKANE—22.1
SPRING, MO.—33.4
SYRACUSE—24.2

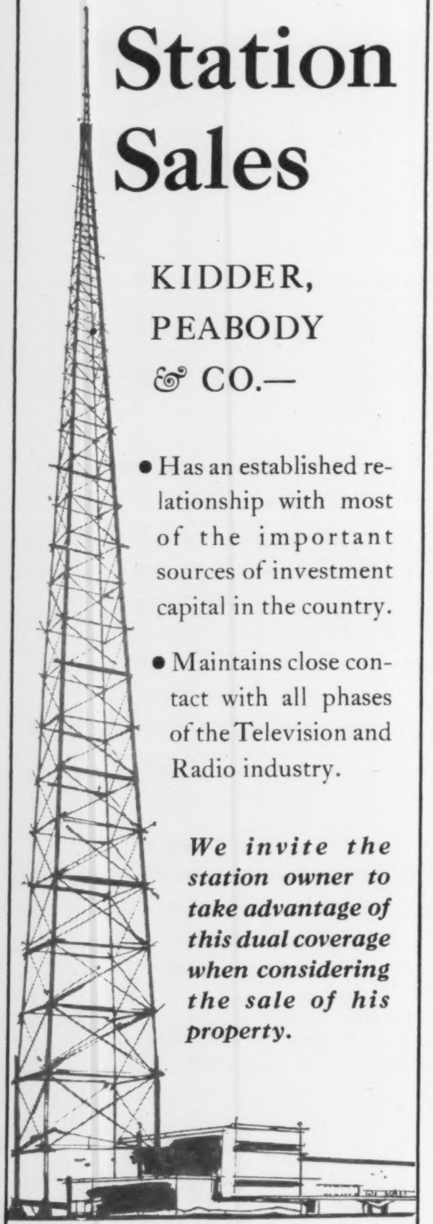
Programs for
All Stations—
All Sponsors

NBC
TELEVISION
FILMS

A DIVISION OF KAGRAN CORPORATION

663 Fifth Avenue in New York; Merchandise Mart in Chicago; Taft Building in Hollywood. In Canada: RCA Victor, 225 Mutual Street, Toronto

*Average Audience — Nielsen Television Index, first report May-56



Station Sales

KIDDER,
PEABODY
& CO.—

- Has an established relationship with most of the important sources of investment capital in the country.
- Maintains close contact with all phases of the Television and Radio industry.

We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

KIDDER,
PEABODY & CO.
FOUNDED 1865

NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO

Offices and correspondents in thirty other principal cities in the United States

Address inquiries to:

ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

mation can lead to a successful sales pitch to the local outlet; or the broadcaster may already have a similar item as a sponsor and it's interesting to know about the competition; sometimes the recipe or the gimmick or the suggested feature merit air presentation—but there's nothing to compel you to use the brand name or to tell the sender that you didn't. Once in a while it's surely permissible to do a round-up, as the newspapers do, of "What's new?"—again, if the item has uses that may be described or shown. It's not necessary to use the product name if there's a station policy against it.

Often when the broadcaster is first queried as to whether she wishes to receive information about a certain product, she will be told that such material will be sent to her on an exclusive basis in her town. So, in view of the above possibilities and to keep her local competitors from making use of them, she's going to say "send it on." She makes no commitments as to its use. So don't figure that every name on the mailing list means a free plug on the air.

Ruth Crane, Public Relations Consultant
Washington, D. C.

Testimonial

EDITOR:

I want you to know that we at KHMO grow more and more enthusiastic about your wonderful features on radio sales—there aren't superlatives enough to describe what a shot in the arm these fine articles do to bolster the morale of those who seem to think that radio has fallen by the wayside, which it definitely hasn't. Your excellent magazine is a boon to the radio and television industry.

Ken Albridge, Prog. Dir.
KHMO Hannibal, Mo.

The Listeners Speak

EDITOR:

I noticed in the July 2 issue of B•T a letter from a listener in Santa Barbara about the *Free Speech* program carried by KIST, which certainly appears to have done a very find job in its two years on the air. I thought in this connection you might be interested in knowing that a program of that nature has been on the air over KWPC Muscatine, Iowa, since March 1953.

Titled *Rambling with Roth,* the program has been heard every noon hour, 12:30-12:45. It is handled by Joe Roth Jr. at his home. Listeners may phone in during the program and give Joe their particular viewpoints on any local school or government activity or can discuss any particular state or national legislation issue. . . .

The superintendent of schools at Muscatine has given a great amount of credit for the passing of a $1 million bond issue to this program. He felt that the information brought out on the program thoroughly educated the people of the city so that the issue was able to pass by an overwhelming vote. . . . Joe Roth, incidentally, is a victim of polio who has not been out of bed since his highschool days. . . .

George J. Volger, Mgr.
KWPC Muscatine, Iowa

Lots of Vote Getters

EDITOR:

The fascinating story concerning WSAI's participation in the All-Star Balloting in the Cincinnati area and the resulting five Redlegs winning a place on the National League team [B•T, July 9] was very nice. But I think it should be brought out that several other stations in the area were involved in securing ballots for the Redlegs.

WSAI feeds the baseball games to 40 other radio stations in Redleg-land. A large share of the ballots, I am sure, came from listeners far outside of WSAI's actual coverage. The fact that WLWT (TV) originates the games for videoland in the Cincinnati-Columbus-Dayton-Huntington-Bloomington area prompted many ballots to be filled out for the Redlegs that were not in the WSAI count.

WLWC (TV), our tv station in Columbus, ran a ballot box themselves and, though over 110 miles from the home of the Reds, managed to pull in about 50,000 votes. There were many newspapers in the area that were also plugging for the All-Star ballots . . .

Dick Zavon, Mgr. of Aud. Prom.
WLWT (TV) Cincinnati, Ohio

Refreshing

EDITOR:

. . . Your enlightened coverage of radio and tv news is, in my opinion, most refreshing. Keep up the good work!

Ray C. Stricker, Vice Pres.
Maxon Advertising, Chicago

Free Space

EDITOR:

In reading your issue of July 9, I came across the mention of the *St. Louis Post Dispatch* editorial [in favor of a Senate bill that would require tv stations and networks to give free time to presidential candidates of major parties in election years].

The obvious thing missing in their reasoning was in not asking for a bill to require the newspapers to donate an equal amount of display space.

It seems as though a lot of people would like to saddle the networks just as long as "it includes them out."

Bill Hart, Mgr.
KGHI Little Rock, Ark.

In Demand

EDITOR:

Will you please supply me with five additional copies of your current TELESTATUS. This will enable me to supply each of my field men.

Louis P. Shannon, Mgr., Extension Div.
Public Relations Dept.
E. I. duPont de Nemours & Co.
Wilmington, Del.

EDITOR:

Please send me, by return mail, two copies of your July B•T TELESTATUS.

Bruce Stern
Nelson Stern Adv.
Cleveland, Ohio

[EDITOR'S NOTE: The B•T issue of the first Monday of each month includes a special eight-page TELESTATUS section that contains a report on U. S. television stations, operating or planned, and a schedule of network tv programs for the month. The section is perforated so it can easily be removed from the issue and additional copies are available from B•T's Readers Service Dept.]

Old Friend

EDITOR:

The other night I addressed the SMU-WFAA Television Workshop here on the subject, "'Selling' Internal Revenue Service Public Service Material to Radio-Tv Stations."

I told the group that they should keep hep with radio-tv viz via B•T—that I had done so since its birth in 1931.

Elbert Haling
Special Asst. to the Regional Commissioner
Internal Revenue Service
Dallas, Tex.

WBEN-TV
BUFFALO EVENING NEWS

Marion Roberts'

PLAIN and FANCY COOKING

PLAIN and FANCY TALK

MAKES PLAIN GOOD SENSE ...AND A GOOD BUY TO NATIONAL ADVERTISERS IN THE WBEN-TV MARKET

If your product is for a woman, or her home, or her family, Marion Roberts can profitably sell it for you in Western New York.

For Marion has been doing just that for more than 50 food appliance, home-product manufacturers since 1952 on WBEN-TV. Selling women comes easy to Marion. Prior to her "Plain and Fancy" programs she traveled the menu-making trail from Ciudad Juarez to Edmonton, Alberta.

Today she cooks "on camera" and fills her morning shows with things that Western New York homemakers want to hear and learn about . . . from sewing hints and home budgeting to party planning and food preparation.

Rating-wise, cost-wise, coverage-wise it makes plain good sense to consider "Plain and Fancy Cooking, Plain and Fancy Talk". . . Monday through Friday, 9:30 a.m. on Channel 4.

WBEN-TV BUFFALO • CH 4
CBS BASIC
Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC.

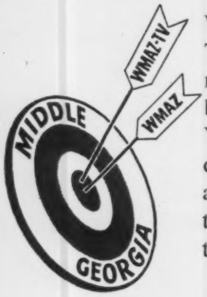
THE PIONEER STATION of WESTERN NEW YORK

AIRBORNE!

18,000 EMPLOYEES WITH $73 MILLION ANNUAL PAYROLL AT WARNER ROBINS AIR BASE HELP SEND MACON'S ECONOMY SKYROCKETING!

Close to the heart of downtown Metropolitan Macon is the giant Warner Robins Air Force Base, one of Middle Georgia's newest facets of a big, booming economy. The goods bought with this $73 million payroll are another reason why Macon is growing *faster* than all but three of the country's 25 largest markets.

TWO STATIONS—AND TWO ALONE GIVE YOU OVER-ALL COVERAGE



WMAZ and WMAZ-TV continue to dominate Middle Georgia's broadcast audiences. Your audience surveys document this . . . time and time again. And there's a reason for this, too . . .

GOOD BROADCASTING MAKES THE DIFFERENCE

Add it up: Imaginative local programming. Top network offerings. Middle Georgia's finest facilities. Skillful promotion. Results *command* the attention of all Middle Georgia.

THESE STATIONS MOVE MERCHANDISE:

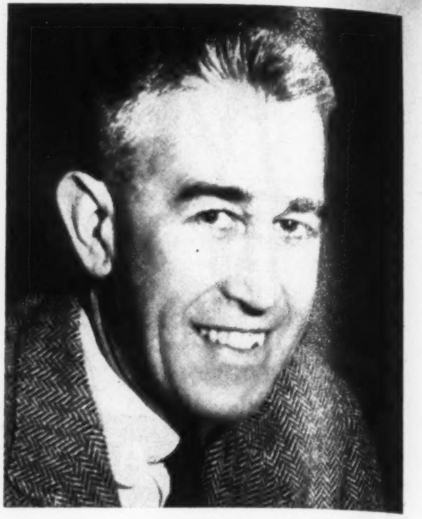
WMAZ
10,000 Watts—940 Kc—CBS
MEMBER: GEORGIA BIG 5

WMAZ-TV
Channel 13—CBS—ABC—NBC

Represented Nationally by:
AVERY-KNODEL, INC.

our respects

to FRANK WILLIAM CRANE



THE SOUND of radio is clear and strong in Southern California. You can hear radio's many sounds as cars slip by on the freeway and they are constant companions at home, workshop and beach. They are performing many services—entertaining, informing, *selling*.

If a man's credo can be condensed to so few words, this one would probably be that of Frank Crane, president of the Southern California Broadcasters Assn. and considered radio's number one salesman in the West. SCBA is believed to be the only regional broadcasters' organization with a full-time paid staff which devotes its energies exclusively to sales promotion of radio as an advertising medium.

Mr. Crane puts his faith in radio to practical demonstration. He and Mrs. Crane have just completed a 21,000-mile junket of the U. S., making 93 appearances before 10,200 advertising and agency executives with the SCBA's unique aural presentation, "Southern California—Unusual Radio Markets." The presentation employed both live and tape segments and multiple speakers spread all around the audience to "sell by sound and show how the human voice on radio can sell," Mr. Crane says.

Week in and week out, Mr. Crane is to be found throughout Southern California before local Rotary, Kiwanis and other service clubs, businessmen's organizations and trade groups. It's just part of SCBA's grass roots selling, which pays off in opening doors heretofore shut to station salesman, many broadcasters gratefully report.

Under Mr. Crane's leadership, SCBA committees have developed the Sigalert emergency communication system linking member stations with police and civil defense centers. Comprehensive group insurance is being made available to member stations for which they could not qualify individually. Top civic officials are becoming more acquainted with radio and sharing their problems with the broadcasters through the monthly SCBA board meetings. Each month the board is host at a dinner and reception to a different official.

Mr. Crane's organization used to mix a little lobbying in with its sales promotion work, but no longer gets into that aspect of "promotion" since the revitalizing of the California State Radio & Television Broadcasters Assn. SCBA, however, is providing office facilities on a cost basis to CSRTBA at its Hollywood headquarters.

Frank William Crane was born May 27, 1915, in Los Angeles. His father is credited with originating sideline music in theatres to accompany the old silent films. "But I'm just an occasional bongo drummer," he says.

Mr. Crane attended Los Angeles public schools and started a course in journalism at USC "but I dropped out the first year to get paid for practical experience. This was the early '30s and the depression." He went north to Stockton, Calif., to become promotion manager of the *Stockton Independent* "and like most papers, I did a bit of everything, including reading the news on KGDM there on newscasts sponsored by the paper."

In 1936, he joined the classified advertising department of the *Los Angeles Times* and two years later switched to the *Downtown Shopping News* there as assistant circulation manager and display advertising salesman. Eventually, he joined Firestone Tire & Rubber Co. as a salesman and in 1942 volunteered for the Air Force.

Released from service in 1945, Mr. Crane joined the special events unit of the U. S. Treasury Dept.'s Savings Bond Div. in Washington, D. C.

The next year, he became public relations manager of Kaufman's Dept. Store, Pittsburgh, a retail pioneer in the effective use of radio It was the store's 75th anniversary in 1946 and his work involved special promotions, such as organization of the city's Civic Light Opera Assn. and the anti-smoke campaign "make a park city of a dark city" which resulted in the city's new look today. He worked closely with local radio in these endeavors.

With Ted Rowe, a former Treasury associate, Mr. Crane formed his own advertising agency, Crane & Rowe, in late 1946 but gave it up the following year to join the American Heritage Foundation as area director for the tour of the Freedom Train. "It was a fortunate connection," he recalls, "because it put me on the right track to meet and marry Elizabeth Weaver of Buffalo in 1948, then a model with Lord & Taylor in New York."

In 1949 he returned with Mrs. Crane to Los Angeles to freelance in public relations and the next year became campaign director for the March of Dimes there. He was chosen managing director of the Los Angeles Advertising Club in 1951 and remained with the club through 1953 and its move to permanent quarters in the Hotel Statler. Mr. Crane was named managing director of SCBA in early 1954 and president last September.

Mr. and Mrs. Crane keep an apartment at Parklabrea Towers in Los Angeles where he clutters up the place building model ships, beating his bongo drums and picking at a newly acquired guitar. Both enjoy organization work, sharing his free hours helping out at the McKinley Home for Boys—cooking the boys Christmas breakfast, for instance.

Has he had enough organization work? "It doesn't seem like it," he smiles, "I've just been elected president of the Hollywood Ad Club."

THE SMASHING IS EASY...IT'S THE PUTTING BACK TOGETHER THAT'S TOUGH

It took a Socialist-minded government only a few hours in 1947 to vote to nationalize Britain's trucking industry.

Then, in 1953, a Conservative government voted to sell the truck lines back to private enterprises.

Today, three years later, denationalization is still only partly achieved. The problems of encouraging the former owners to buy back their companies from Government are proving vastly greater than the simple Socialist procedure of seizing them.

And herein lies a moral for champions of nationalized industry—be it trucking, steel, coal or what-have-you—it's easy to nationalize; far more difficult to denationalize.

REPUBLIC STEEL

GENERAL OFFICES • CLEVELAND 1, OHIO

EXPANDING BY $150,000,000 TODAY BECAUSE OF FAITH IN TOMORROW

US MAIL
WKHM MAIL

A HAIL of MAIL

from MILES and MILES AWAY!

Talk about COVERAGE! WKHM has it! Our recent mail poll proved beyond the least shadow of a doubt that WKHM not only covers Jackson thoroughly but reaches a tremendous audience in cities and towns for miles around. Our mail bag is full because we've got the power to reach untold thousands of homes . . . and programming that reaches millions of hearts. No wonder WKHM advertisers are enjoying the big pay-off!

SAVE..
up to
15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich. Jackson Broadcasting & Television Corp.
WSAM Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKHM JACKSON, MICHIGAN

Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Broadcasting & Television Corp.

The Community Stations

KNORR BROADCASTING CORP.

JOHN HARPER

on all accounts

TWO extremes in experiences—one of standing on the corner, sampling consumer product preferences, and the other, Marine infantry duty in Korea—should qualify as barometers of the composure that John Harper brings to his timebuying chores at D'Arcy Adv. Co., Chicago.

As chief timebuyer in the agency's new Mid-America Prudential Bldg. offices, Mr. Harper is responsible for buying radio-tv time for Standard Oil Co. (of Indiana), the Packard-Clipper Div. of Studebaker-Packard Corp. in the midwestern area.

Mr. Harper's combat record (covering two tours of duty) should serve him well in the timebuying battle encompassing petroleum and automotive accounts against the obstacle course of uhf, color tv, and a host of other hurdles common to his profession.

John Harper, who comes from an advertising family, was born in Evanston (Ill.) May 24, 1924, and attended public school there. He then enrolled at Yale U., but joined the Marine Corps in 1943 and saw service in Guam and China. After his discharge as a second lieutenant, he re-entered Yale and was graduated in 1947.

His business career started with Foote, Cone & Belding's research department after graduation, when he made consumer product surveys. The same year he moved to International Harvester Co.'s consumer relations department, where he edited one of the firm's magazines. In 1948, he joined MBS Chicago as a salesman, selling co-op programs and network time for three years. He was recalled to active duty with the Marines, fought in Korea, and was awarded the Purple Heart.

Mr. Harper became associated with Leo Burnett Co. in the summer of 1952, working on Pure Oil, Pillsbury, Kellogg, Sante Fe, Tea Council and other accounts. He left Burnett last fall to become chief timebuyer at D'Arcy, which has recently expanded its Chicago operations.

Standard is a substantial regional radio-tv advertiser with sports, weather, news and syndicated film programs over 30-40 stations. Packard-Clipper has been a spot user.

Other members of the Harper advertising family are Paul Harper, the father, account executive on Kellogg at Leo Burnett, and Paul Jr., a brother, account executive on Hotpoint at Needham, Louis & Brorby Inc. John is single, lives on Chicago's north side and belongs to the Waspi Valley Tennis Club and the Fox Valley Ale, Quail, Fun and Gun Club.

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new records for Philadelphia selling...

with Bob Benson's "Starlit Stairway"!

Bob Benson's influence is really stacking up in Philadelphia. And his new "Starlit Stairway" show on WRCV is just the thing to step up your sales! From 10:15 pm to 2:00 am, Monday through Friday, Bob spins the platters Philadelphia wants to hear—relaxing, sentimental-type music that lulls . . . soothes . . . while Bob *sells* like crazy!

Showman and salesman, Bob's been one of Philadelphia's leading radio personalities for years. That experience pays off *big* for sponsors on "Starlit Stairway." Among the members of this happy club: L&M Cigarettes, Packard Automobile, Time Magazine, College Inn Foods and Slenderella.

Why not sign up! Applications now accepted at . . .

WRCV...SOLD BY NBC SPOT SALES

NBC Radio *leadership* station in Philadelphia
Lloyd E. Yoder, Vice President and General Manager
Hal Waddell, Sales Manager

ZIV PROUDLY PRESENTS

Ameri

"DR. CHR

People from all walks of life SEEK HIS HELP!

PULSATING WITH NEW EXCITEMENT!

PACKED WITH NEW ADVENTURE!

SPARKLING WITH NEW ENTERTAINMENT!

HIS [illegible] CROSSROAD OF ADVENTURE!

★ SUPERIOR SHOWM[illegible]

★ ALL-HOLLYWOOD CAST!

Truly a [illegible] heart-beat of your community [illegible] your product! [illegible] Markets are [illegible] HURRY!

avorite Family Show!

RISTIAN"

Produced in
ZIV's LAVISH
BIG-TIME WAY!

[illegible] VITAL NEW
HERO!

So true-to-life
YOU'LL LIVE
EVERY MOMENT!

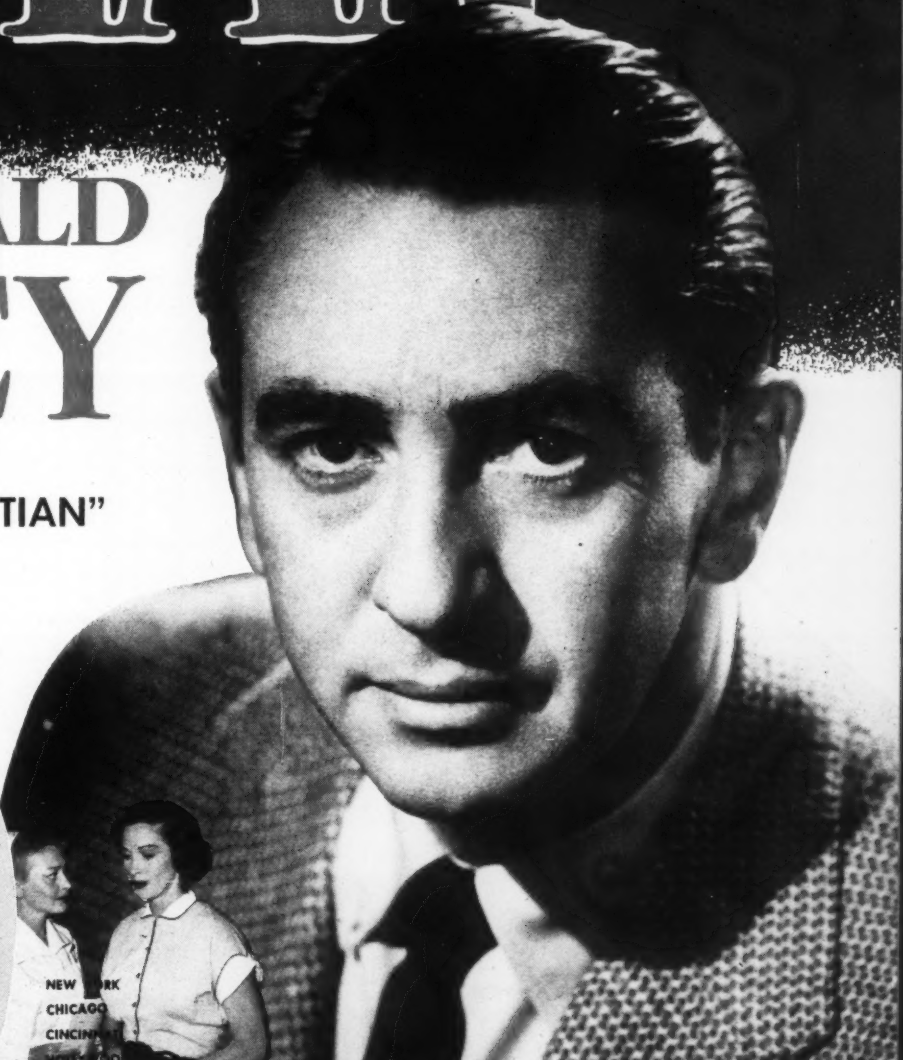
starring

MACDONALD
CAREY

in the exciting role of
YOUNG "DR. MARK CHRISTIAN"

Warm... Friendly... THE KIND OF MAN YOU'D WANT FOR YOUR FAMILY'S PHYSICIAN AND FRIEND.

ZIV
Television



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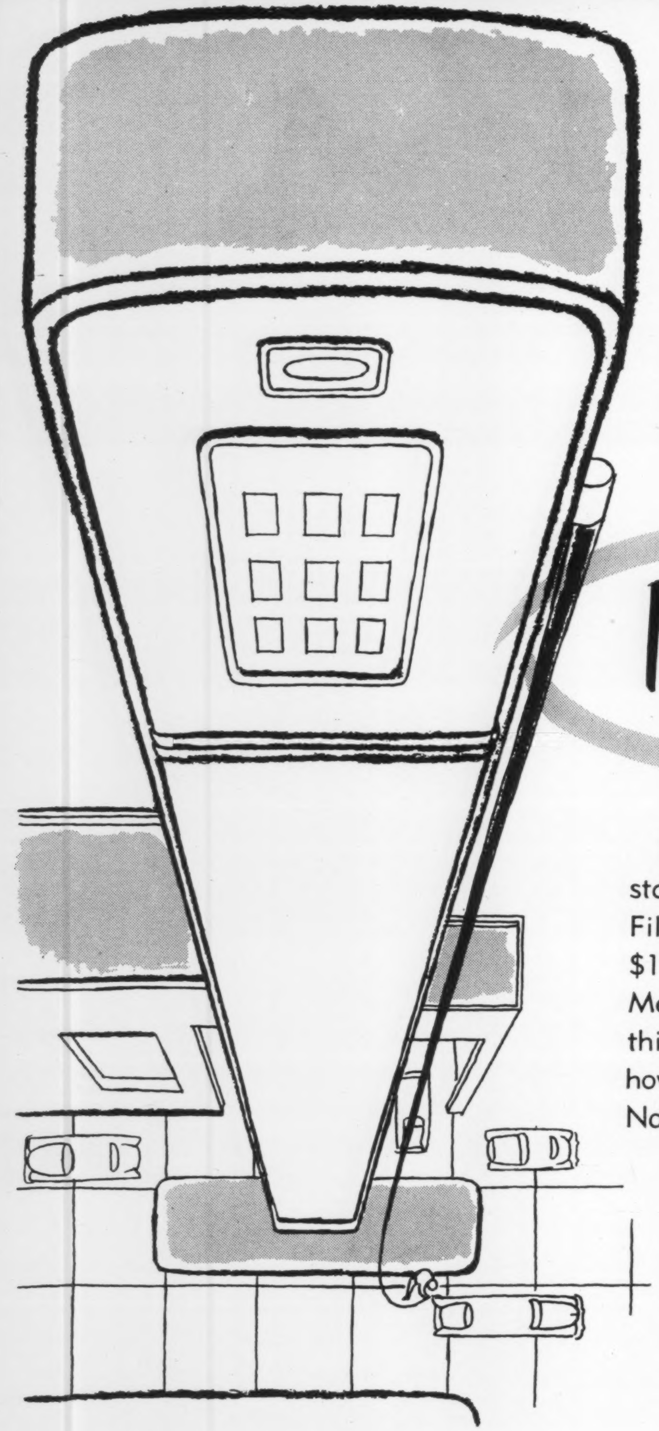
CHICAGO
CINCINNATI
HOLLYWOOD



YOU'LL NEED A BIG PUMP IN

North Carolina

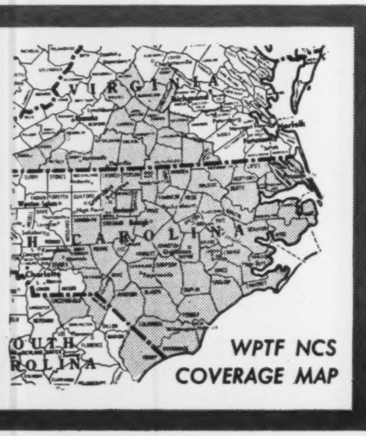
In case you're a little rusty on your Southern statistics, take a new look at the WPTF market. Filling station sales, for example, total a whopping $197,063,000, which is greater than like sales in Metropolitan St. Louis, the nation's 7th market in this classification. This gives you a good idea of how big a market you reach when you use WPTF, North Carolina's Number One Salesman.

WPTF

50,000 Watts 680-KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

R. H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager
Peters, Griffin, Woodward, Inc., National Representatives



WPTF NCS COVERAGE MAP

*MARKET DATA**

Population	2,827,400	Drug	$ 59,507,000
Farm Population	1,093,500	General Merchandise	$309,893,000
Spendable Income	$3,051,232,000	Apparel	$123,131,000
Gross Farm Income	$927,982,000	Home Furnishing	$138,570,000
Total Retail	$2,240,275,000	Automotive	$543,637,000
Food	$503,268,000	Filling Station	$197,063,000

* 1956 SRDS Estimates of Consumer Markets

BROADCASTING TELECASTING

July 23, 1956

Vol. 51, No. 4

PROGRAM CONTROL THREAT RAISED IN FINAL FCC ACTIONS

- **After three votes, Commission avoids giveaway issue in Miami**
- **Grants controversial WQAM sale from Knight interests to Storz**
- **But agrees to consider general study of program balance**
- **At closing, acts on $13.6 million in transfers, over 150 cases**

BY the slender margin of a single vote, the FCC last Thursday decided to keep its hands off programming content of stations, notably those involving giveaways and gimmicks designed to stimulate audience ratings, but agreed to consider a "general investigation" of the extent to which it should interest itself in programming balance when it reconvenes after a month's vacation.

The discussion came in the provocative case involving the sale of WQAM Miami by the *Miami Herald* to Todd Storz' Mid-Continent Broadcasting Co. for $850,000. The FCC had cited Mid-Continent on the possible necessity of a hearing because of money-giveaway programs on other Storz' stations, against which complaints had been made.

The FCC decided, by a split 4-3 vote, to grant the transfer, but only after a full and heated discussion as to its right to consider program content so long as the criminal statutes are not violated. The favorable action came after Mr. Storz had advised the Commission by letter prior to the Thursday meeting that he had been unaware that the FCC looked with "displeasure" upon such programs, and that he would discontinue all contests and giveaways "designed to attract audience or influence listening" over Mid-Continent stations "as soon as possible" after action on the WQAM transfer.

But the FCC, it is understood, did not base its decision on this letter, but rather, on the constantly recurring question of propriety in considering programming matters. In fact, several commissioners disregarded the letter altogether. On the previous day, the WQAM transfer was held up by a three-three vote, with one commissioner favoring a hearing on multiple-ownership grounds. The fact that the Storz contract to buy WQAM would expire Aug. 15 meant that the FCC's failure to act affirmatively before its summer recess would have been tantamount to a "pocket veto." There were other active bidders for WQAM, which must be sold under the FCC's duopoly regulations, and it was logically assumed that the *Herald,* upon expiration of the cut-off date Aug. 15, would have entered new negotiations. Reason for the sale is the substantial ownership of *Herald* principals in Biscayne Broadcasting Co., licensee of the new ch. 7 WCKT (TV) and of WIOD (whose call letters are to be changed to WCKR). The duopoly rule provides that an entity may not have substantial ownership in more than one station of the same class in the same market.

Prospect that the failure to close the Storz transaction would have held up the authorization for the new tv station in Miami was averted on Wednesday—the day preceding the "giveaway" case action—when the FCC granted WCKT special temporary authority to begin operation, scheduled for July 29. This constituted a waiver of the duopoly rule.

The Miami case served to bring to a head the long-festering giveaway question. Comr. John F. Doerfer has been vigorous in his advocacy of a show-down, and reportedly intends to write a dissenting opinion in the WQAM transfer case in an effort to establish definite FCC policy. He has contended that the FCC has given lip service to the need for taking action, but is unwilling to face the issue head on.

During the heated debate on the WQAM transfer last Wednesday and Thursday, the suggestion was made that the FCC order a "general investigation of giveaways and contests." No vote was taken on this, but it was agreed that commissioners would ponder the question during the month's recess and be prepared to vote it up or down when the FCC reconvenes Aug. 29, or soon thereafter.

Mr. Doerfer, it is evident, takes the position that if the FCC majority feels that programs, whatever their nature, are none of its concern —through application of the freedom of the press and radio concept—then it should say so, and not waste the time of its staff in examining program balance. It is expected he will so express himself in his dissenting opinion. He was joined in the vote for a hearing (which would, in effect, have meant denial of the transfer to Mid-Continent) by Comrs. Rosel H. Hyde and Robert E. Lee.

Actually, there were three votes taken over the two-day period. On Wednesday, Comrs. Doerfer, Hyde and Lee voted for hearing on the program giveaway issue, or, as the FCC put it in its McFarland letter, the "giveaway pattern" on all of the Mid-Continent stations. At that time. Chairman George C. McConnaughey, Comr. Richard A. Mack and the FCC's newest member, Comr. T. A. M. Craven, voted for a grant, without hearing. Comr. Robert T. Bartley, consistent with his past actions, however, proposed a hearing, but on the multiple ownership issue, rather than on the program question.

As of Wednesday, therefore, the fourth vote for approval of the transfer was lacking. On Thursday, however, a vote was called on the Bartley motion for hearing on the multiple ownership issue. Comrs. Doerfer, Bartley and Hyde voted for it, but the remaining four were against. The motion then was for a hearing on the program issue (after receipt of Mr. Storz' letter saying he would discontinue contests and giveaways). Comrs. Doerfer, Hyde and Lee voted "aye." Mr. Bartley joined Chairman McConnaughey, and Comrs. Mack and Craven

THE NEW FCC: HOW NEAR TO PROGRAM CENSORSHIP?

AGREEMENT to consider a "general investigation" of the extent it should concern itself with broadcast programming was reached by the FCC last week after it had decided, by one vote, not to consider that issue in the WQAM Miami transfer. This picture is the first taken of the Commission since the addition of Comr. T. A. M. Craven (extreme right). L to r: Richard A. Mack, John C. Doerfer, Rosel H. Hyde, Chairman George C. McConnaughey, Robert T. Bartley, Robert E. Lee and Comr. Craven.

against the hearing. The authorization to transfer WQAM to Mid-Continent thus followed.

Because of the floundering, it is not possible to deduce how the FCC will vote when the question of investigation of giveaways and contests comes up after the summer recess. It would appear, however, that the four commissioners who voted against a hearing on the giveaway issue in the Storz case feel that the FCC should not insinuate itself in programming.

The import of this vote goes far beyond the issue in the Storz case. In its McFarland letter, in which the FCC said the necessity of a hearing was indicated, the FCC said that the recent "treasure hunts" conducted by WDGY Minneapolis and KOWH Omaha, which had listeners scurrying to locate $105,000 in hidden checks, had goaded competitive stations into going into such contests as counter-offensives. The Commission said the Mid-Continent pattern indicated that the station was "purchasing" the listening audience.

The FCC said that WCCO Minneapolis, presumably in self-defense, ran a competing contest with a potential $250,000 in prizes to listeners and that it appeared "this pattern of operation, with its apparent success, appears to be an inducement to other broadcasters to adopt similar methods" and that it "results in a deterioration in the quality of the service previously rendered the public." Other Mid-Continent stations are WHB Kansas City and WTIX New Orleans.

In his initial reply to the McFarland letter, Mr. Storz contended that the contests and giveaways were an insignificant part of the over-all programming, claiming it amounted to about 1% of the total broadcast day. He contended that hundreds of stations spent as much or more time on such contests. Also focusing attention on the Storz operations was a feature article in a recent issue of *Time,* which Mr. Storz contended was "full of half truths and inaccuracies."

In a somewhat related case considered by the FCC last Wednesday, involving the transfer of KTSA San Antonio to the Gordon McLendon group, which the FCC had approved and then rescinded because of a complaint on largely economic grounds, the Commission granted a McLendon request for an extension of operation of KTSA until Sept. 12. This will allow the FCC time to consider the issues prior to the scheduled hearing. Indirectly involved in the complaint, entered by KITE San Antonio, were allegations of audience purchasing through contests and gimmicks.

$14 MILLION GO-AHEAD

IN its biggest "decision day" of record, the FCC last week approved six television and 31 radio station transfers aggregating $14 million —and then to all intents closed shop until August 29.

In a marathon two-day session, the Commission went over 187 items—and took action on 170 of them.

The FCC also decided a number of cases, including one on program giveaways that may have far-reaching influence on contests and "gimmick" programming. It approved the $850,000 sale of WQAM Miami to Todd Storz, Mid-Continent Broadcasting Co., in which the giveaway issue was involved (see story above).

Only major tv hearing case decided was the conditional award of Hartford's ch. 3 to Travelers Broadcasting Service Corp. (WTIC Hartford) and the denial of Hartford Telecasting Co., headed by Harry C. Butcher, KIST Santa Barbara, Calif., and former naval aide to Gen. Eisenhower. It came on a 6-1 vote, but since Hartford is one of the cities where deintermixture to all uhf is proposed, the grant was made conditional upon the possible move of ch. 3 to Providence, R. I., and the substitution of a uhf channel. The decision upheld an examiner's recommendation made a year ago.

The Commission also made its first move affecting educational tv reservations, established after much controversy in 1952. It removed the ch. 13 reservation in College Station, Tex., and substituted ch. 48 as the educational channel.

It also approved eight new am grants and four tv grants (one of them an educational station).

Major sales approvals were the following:

- The $5.1 million sale of WHAM-AM-TV and WHFM (TV) Rochester, N. Y., to Transcontinent Television Corp.
- Transcontinent's sale of WHAM and WHFM (FM) to Riggs & Greene Broadcasting Co. for $500,000.
- The $3.5 million sale of WTVT (TV) Tampa, Fla., to WKY Radiophone Co.
- The $951,333 sale of KSFO San Francisco to Gene Autry and Robert O. Reynolds.
- The $850,000 sale of KLAC Los Angeles to Mortimer Hall.
- The $694,000 sale of WMAM, WMBV-TV Marinette, Wis., to Guild Films.
- The $586,937 sale of WFIE (TV) Evansville, Ind., to WAVE Inc., Louisville, Ky.

Meanwhile, reports abounded of impending "multi-million" dollar sales of television-radio stations. Negotiations were reported to be in progress for one important group of midwestern stations, in which such companies as Time Inc. and J. H. Whitney & Co. were said to be prospective purchasers. Another involved preliminary discussion for the acquisition of a station group (both radio and television) by a syndicate of individuals in the oil and investment business, both presently indentified with station ownership.

WHAM stations were sold by the Stromberg-Carlson Div. of General Dynamics Corp. to Transcontinent, a new entity in broadcasting, but which has several principals who hold other broadcasting interests.

Early in June, the Commission granted the sale of WSVA-AM-FM-TV Harrisonburg, Va., to Tudor Enterprises Inc., of which Transcontinent owns 50%. Other 50% of Tudor is owned by former NBC executive Hamilton Shea, who serves as a Transcontinent vice president.

Other Transcontinent principals are Paul A. Schoellkopf Jr., 12.5%; David Channing Moore; J. Fred Schoellkopf IV, 12.5%; David Forman, 12.5%, and Seymour Knox III, 4.2%. Also involved is General Railway Signal Corp., which owns 50% of Class A stock and $1.9 million in debentures, plus 200,000 Class B shares which permits it to elect three of the nine directors of Transcontinent.

Riggs & Greene Bcstg. Co., which bought WHAM-WHFM from Transcontinent, is licensee of KVOR Colorado Springs, Colo., and is equally owned by John S. Riggs and Robert

WHEREUPON HE GIVES AWAY HIS GIVEAWAYS

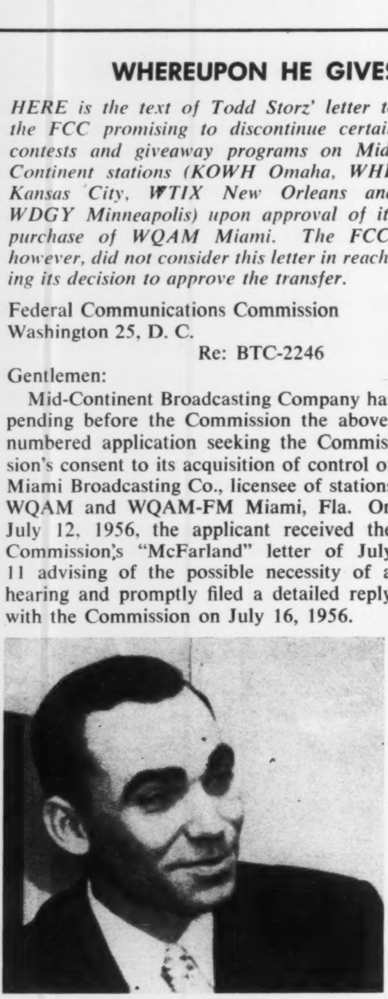
HERE is the text of Todd Storz' letter to the FCC promising to discontinue certain contests and giveaway programs on Mid-Continent stations (KOWH Omaha, WHB Kansas City, WTIX New Orleans and WDGY Minneapolis) upon approval of its purchase of WQAM Miami. The FCC, however, did not consider this letter in reaching its decision to approve the transfer.

Federal Communications Commission
Washington 25, D. C.

Re: BTC-2246

Gentlemen:

Mid-Continent Broadcasting Company has pending before the Commission the above-numbered application seeking the Commission's consent to its acquisition of control of Miami Broadcasting Co., licensee of stations WQAM and WQAM-FM Miami, Fla. On July 12, 1956, the applicant received the Commission's "McFarland" letter of July 11 advising of the possible necessity of a hearing and promptly filed a detailed reply with the Commission on July 16, 1956.



TODD STORZ

After the filing of the reply the President of Mid-Continent Broadcasting Co. discussed the subject matter of the Commission's "McFarland" letter with several of the commissioners. As a result of these discussions, the proposed transferee wishes to make the following additional showing.

Until the Commission's McFarland letter was received on July 12 the proposed transferee was unaware that the Commission looked with displeasure upon certain types of "giveaway" programs and promotions. Mid-Continent Broadcasting Co. is of the opinion that all contests, promotions and "giveaways" carried by the applicant's stations are legal and well within the Commission's Rules and Regulations, and that its programming is in the public interest. However, since it appears that the Commission, by virtue of its July 11 letter, has some doubts on the propriety of contests and "giveaway" programs and in an effort to obtain consideration of its application before the potential termination date of the contract on Aug. 15 we agree to abide by the apparent desire of the Commission and make the following representation:

"Mid-Continent Broadcasting Co. will, upon the Commission taking favorable action on the instant application involving stations WQAM and WQAM-FM, discontinue all contests and/or 'giveaway' programs designed to attract audience or influence listening over all broadcast facilities operated by it as soon as possible."

Mid-Continent Broadcasting Co.
By (Signed) *Todd Storz*
Todd Storz, President

Subscribed and sworn to before me this 18th day of July, 1956.

(Signed) *Mildred K. Jones*
Notary Public

My commission expires Sept. 14, 1956.

Greene, who also own WAIR-AM-FM Winston-Salem, N. C. Mr. Riggs also is 26.6% owner of WELM Elmira, N. Y.

NBC-affiliated WHAM-TV operates on ch. 5 with 100 kw visual power. The am outlet also is affiliated with NBC and operates on 1180 kc with 50 kw.

Ch. 13 WTVT Tampa, affiliated with CBS, was sold by former Florida Governor Doyle E. Carlton (15%); W. Walter Tison, former owner of WALT Tampa (20%); David Ward (10%) and others. WKY Radiophone Co. (WKY-AM-TV *Daily Oklahoman* and *Oklahoma City Times*) also owns WSFA-AM-TV Montgomery, Ala. E. K. Gaylord is president and P. A. (Buddy) Sugg is manager of broadcast properties.

KSFO San Francisco was sold by Wesley I. Dumm. Cowboy star Gene Autry and Mr. Reynolds are owners of KMPC Los Angeles. Mr. Autry also is majority stockholder of KOOL-AM-TV Phoenix and is part owner of KOPO-AM-TV Tucson. Mr. Dumm is president and chief owner of KXA Seattle and was major owner of KPIX (TV) San Francisco until 1954, when he sold the outlet to Westinghouse for $7.5 million. He has been indentified with KSFO since 1933. KSFO is an independent outlet, operating on 560 kc with power of 5 kw daytime and 1 kw night.

KLAC Los Angeles was sold by Mrs. Dorothy Schiff Sonnenborn to her son Mortimer W. Hall, KLAC president-general manager. Independent KLAC operates on 570 kc, 5 kw daytime and 1 kw night. Mrs. Sonnenborn owns the *New York Post.*

WMAM, WMBV-TV were sold by William E. Walker, Joseph Mackin and associates. Transaction involves acquisition of 100% of stock of M & M Broadcasting Co. Guild Films, the stock of which was admitted to be traded on the American stock exchange late in May, came into existence in 1952. Principal owners are President Reub Kaufman and his wife.

WMBV-TV, on ch. 11, operates with 316 kw visual power. WMAM operates on 570 kc with 250 w daytime and 100 w night. Both stations are affiliated with NBC, with the tv station having ABC also.

Petition filed by WFRV-TV Green Bay, Wis., requesting hearing on this transfer, was denied by the Commission. There was no indication that the transfer would lean toward monopoly by film syndication groups, the FCC said.

Ownership of ch. 62 WFIE (TV) Evansville was achieved by WAVE Inc. through purchase of 100% of outstanding stock from Grand Carlton Corp., et al. Grand Carlton controls station's licensee, Premier Television Inc., through ownership of 96.6% of stock. ABC-affiliated WFIE, operates with 69.2 kw visual power.

WAVE Inc. owns WAVE-AM-TV Louisville, Ky. Principal stockholder is President George W. Norton Jr., who holds 98.4%.

Other ownership changes approved by the Commission last week were as follows:

WIOD-AM-FM Miami—Sold by Isle of Dreams Broadcasting Corp. to Biscayne Television Corp. for $404,128. WIOD operates on 610 kc with 5 kw daytime. (For details of this sale, including conditions, see story page 31).

WGMS-AM-FM Washington, D. C.—Sold by the Good Music Stations Inc. to RKO Teleradio Pictures Inc. for $400,000. Principal Good Music stockholders are President M. R. Rogers; Vice President Teresa Rogers; Chairman Pierson Underwood, and Elisabeth Underwood. RKO Teleradio Pictures, 100% owned by the General Tire & Rubber Co., is majority stockholder of Mutual Broadcasting System; owns RKO Pictures Inc.; WEAT-AM-TV West Palm Beach, Fla., and WGTH-AM-TV Hartford, Conn. RKO also is licensee of KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WOR-AM-FM-TV New York, WNAC-AM-TV Boston and WHBQ-AM-TV Memphis.

MBS-affiliated WGMS operates on 570 kc, using 5 kw daytime and 1 kw night. RKO proposes to use WGMS-FM as headquarters for a Good Music Network among its Mutual-affiliated fm stations.

Petition by minority stockholder Lawrence M. C. Smith asking the FCC to stop the sale on alleged grounds that RKO was not the highest bidder was denied. The Commission said it could not interfere in a controversy which should be decided in courts. Mr. Smith is sole owner of WFLN (FM) Philadelphia, one of 10 stations named in the Philadelphia grand jury indictments for alleged violations of the Sherman Anti-Trust Act.

WPAL Charleston, S. C.—Sold by Palmetto Broadcasters Inc. to Speidel-Fisher Broadcasting Corp. of Charleston for $111,000. Speidel-Fisher principals are equal owners Albert T. Fisher Jr. and Joe Speidel III. Speidel-Fisher owns and operates WOIC Columbia, S. C., and owns 75% of WQOK Greenville, S. C. Independent WPAL operates on 730 kc using 1 kw daytime.

WACH-AM-TV Newport News, Va.—Sold by Russell A. Collins, trustee, to United Broadcasting Co. of Eastern Virginia Inc. for $54,000. Other Richard Eaton interests are WOOK-AM-TV Washington, WJMO Cleveland, WSID-AM-FM and WTLF (TV) Baltimore, WARK Hagerstown, WINX Rockville, both Maryland and WANT Richmond, Va.

The Commission denied a protest by Selgam Broadcasting Corp. seeking to block the sale. Selgam had claimed that it was the lowest bidder for the station, but the FCC said it could not interfere in controversies that are court cases. An application filed by Selgam seeking 1270 kc in Newport News, WACH's facilities, was returned.

WACH-TV has suspended operation. The am outlet is an independent and operates with 1 kw daytime.

KBTM-TV Jonesboro, Ark.—Sold by Regional Broadcasting Co. to Central-South Sales Co. for $6,500. Principal Central-South owners are President John T. Griffin (45%) and Vice President James C. Leake (45%) Griffin stations are KOMA Oklahoma City, 50% of KWTV (TV) Oklahoma City, KTVX (TV) Muskogee, Okla., KATV Pine Bluff, Ark.; KTUL Tulsa, and KFPW-AM-FM Ft. Smith, Ark. KBTM-TV, permittee of ch. 8, is not on the air. The Commission also granted an extension of six months to complete construction of the station.

KGEN Madera, Calif. — Sold by Mondo Broadcasting Co. to Glomor Music Broadcasters Inc. for $20,000. Glomor principals are Bob L. Moran (38%), 16% owner of KWLK Longview, Wash.; Gloria L. Moran (37%), wife of Bob Moran and Donald L. Edwards (25%), sales manager of KWLK. KGEN operates on 1250 kc with 500 w daytime.

KVEN Ventura, Calif.—Transfer of control to Carroll R. Hauser, John P. and Genevieve Hearne, Caroline Burke, Jack L. and Alyce N. Powell and Sidney M. Held Jr. KVEN operates on 1450 kc with 250 w.

KLOV Loveland, Colo.—Sold by Loveland Broadcasters to Vogel & Smock for $25,500. Principals in Vogel & Smock are partners William R. Vogel (60%), salesman at WTAD Quincy, Ill., and Monroe T. Smock (40%). Independent KLOV operates on 1570 kc with 250 w daytime.

KUBC Montrose, Colo.—Acquisition of positive control of licensee corporation—The Uncompahgre Broadcasting Co.—by George O. Cory and Wanda Lucille Cory through purchase of stock from Steward C. Lee and Eva C. Lee for $15,420. The Corys will now be sole owners of station. Independent KUBC operates on 1260 kc with 1 kw daytime and 5 kw night.

WGAU-AM-FM Athens, Ga.—Sold by J. K. Patrick Broadcasting Co. to Clarke Broadcasting Co. for $105,000. Clarke principals are equal owners R. Randolph Holder, former news director at WRFC Athens, and John T. Loyd, former manager of WRFC. CBS-affiliated WGAU operates on 1340 kc with 250 w.

WMGE Madison, Ga. — Sold by David Leonard Hitchcock to Dairyland Broadcasting Co. for $25,000 plus assumption of $9,700 debts. Principals are W. C. Woodall Jr. (40%) and Mrs. O. G. Swindle Sr. (40%). Principals have interests in WDWD Dawson; WGRA Cairo; WFPM Fort Valley, and WIMO Winder, all Ga., and WGSW Greenwood, S. C. Independent WMGE operates on 1250 kc with 1 kw daytime.

KCOG Centerville, Iowa; KFAD Fairfield, Iowa—Acquisition of control by Jeanette Burch through transfer of 50.9% from S. A. Chesley for cancellation of $6,000 in liabilities. Jeannette Burch will now hold 77%. MBS-affili-

Continues on page 49

THESE AWAIT THE FCC'S RETURN

WHEN the FCC resumes activities in the fall—it is scheduled to meet again officially Aug. 29—it will be faced with a plethora of pending subjects, some of which may be major events before the year is out.

At the top of the heap—and most significant in the business of operations—are the eight hearing cases for new tv stations awaiting final decision. These include Miami ch. 10; Seattle ch. 7; Jacksonville (Fla.) ch. 12; Paducah (Ky.) ch. 6; Indianapolis ch. 13; St. Louis ch. 11; Charlotte (N. C.) ch. 9, and Orlando (Fla.) ch. 9. There are eight cases awaiting oral argument, three awaiting initial decision and three in hearing (See Boxscore, page 52).

Significant policy questions are involved in petitions for the establishment of subscription television, tv boosters, extension of remote control operation to include all radio stations, limitations on tv tower locations, tv intercity relays, tv dual city identifications—and such hardy perennials as clear channel and daytime skywave cases. Also, revision of the mechanical recording announcement rules (to delete requirement that announcement be made when mechanical recordings are used, unless necessary for the public's information).

Awaiting action are a number of station sales. Among the more significant are Storer Broadcasting Co. applications for the purchases of KSLM-TV Salem, Ore., and WMUR-TV Manchester, N. H.

Sure to reach the FCC—either via the hearing route or more directly—are the uhf purchases by NBC and CBS. NBC wants approval to buy WKNB-TV New Britain, Conn., and CBS is seeking re-approval to buy WGTH-TV Hartford, Conn.

LEVER BROS. STIRS UP RADIO POLICIES WITH SPOT ADVERTISING TWO PRODUCTS

Company's plan would promote Pepsodent toothpaste and Dive soap on same 60-second announcement. Stations and representatives indicate they'll go along, but not enthusiastically.

LEVER BROS., New York, last week drew stations into a new appraisal of radio spot policy with its bid to advertise two products in a single spot announcement.

By terms of its plan, Lever would promote Pepsodent toothpaste in one-half of its allotted minute, and Dive, a toilet bar soap, in the other portion. Currently, only three markets have been queried by Foote, Cone & Belding, New York, on behalf of Lever Bros.

In the main, it appeared that stations and representatives were inclined to accept the proposal but not without some inhibiting comment.

Following are some reactions from station representatives in New York:

- The Katz Agency: "The use of multiple product one-minute radio announcements may mean increased problems in commercial time clearance for the station, but a long-range increase in national spot radio revenue. . . . First-glance objection of most stations," said M. S. Kellner, Katz radio sales manager, "is that traditionally, individual announcements have been limited to single product 'pitches.' Doubling up in a one-minute announcement might decrease message impact as well as cut into spot budgets, the stations say, with dollars saved to be spent in other media." Mr. Kellner continued:

"The Katz Agency feels, however, that national advertisers placing multiple products have a strong argument when they compare their combination announcements with retailer-sponsored spots featuring a variety of products.

Claims No Problems Caused

"It is true that these announcements will make it more difficult for the station to clear time because of the increased problem of competitive adjacencies. However, our primary concern should be to make spot radio easy to buy. Because more and more advertisers realize that radio produces more impressions for less money than any other medium, it seems likely that those who place multiple product announcements will, paralleling other advertisers, increase, not decrease, their spot radio expenditures."

- Venard, Rintoul & McConnell Inc.: "While we believe that all of our stations will accept the double announcement features, so long as the products are both those of the same advertiser, we do not anticipate that this type of announcement will be used regularly," Lloyd George Venard, president of the firm, told B•T.

"It is one of the axioms of commercial writing that a single idea carried the full commercial length does not seem as long as three or four ideas in succession with the same commercial. If this is true in the advertising of one product, it is our belief that the second of the double commercial in some cases seem longer and perhaps fatiguing to the listener."

- Westinghouse Broadcasting Co.: "Split sponsorship within single commercial announcements has never assumed sufficient proportions in radio to pose a problem," A. W. Dannenbaum Jr., vice president in charge of sales, said, "and it does not appear to be a problem at this time.

"The few instances of split sponsorship proposals we have had in the past have been handled on their individual merits, and present indications are that such proposals are not likely to assume such a volume as to require an immediate change in our approach. If, at any time in the future, an increased tendency toward this type of commercial indicates a need for the formulation of an overall policy on this subject, we wil establish such a policy."

- John Blair & Co.: In a letter, Robert E. Eastman, vice president of the station representative company, notified all Blair stations of the Lever proposal "because there is a possibility that the wrong outlook by many radio stations could cause the loss of substantial amount of business."

He indicated that there is nothing new about the idea, and named the Pharmaco and Chooz & Feen-a-Mint combination in a single announcement as well as the recent Pepsodent tooth brush and paste within the same commercial, as examples.

"Also," he pointed out, "the problem in radio may be a completely different one than in television, and the two should not be confused or combined under a single policy governing both in those instances of dual ownership.

"In national spot radio, we want all advertisers to get the maximum sales effectiveness and, therefore, prefer that their copy be not so diluted that it loses its sales value. We feel that splitting a one-minute commercial evenly between two products may take something away from both products in the effectiveness of the advertising. We have no serious objection to the idea of the majority of an announcement being for one product with a very brief tag for a campanion product. In other words, in our creative selling we encourage the use of the full minute for a single product.

"On the other hand, we believe that as long as an advertiser has acceptable products and the copy is in good taste, that neither we nor any radio station should dictate how much wordage of the copy can be applied to any given product.

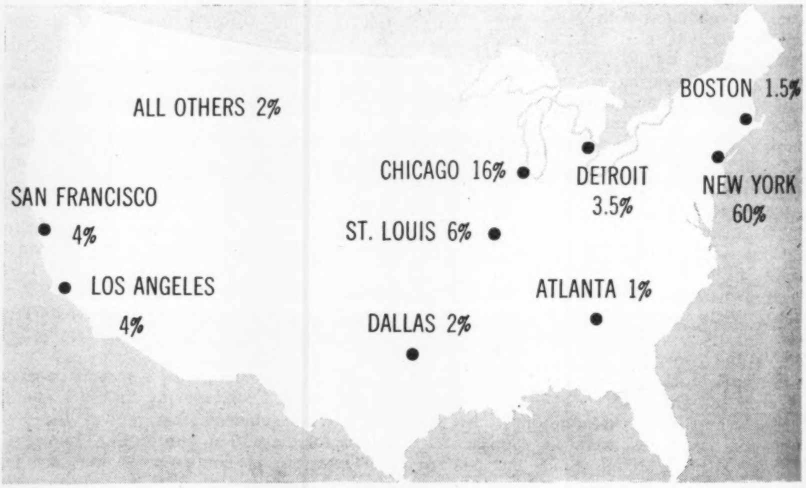
"We do not think that this combination of products, as far as national spot radio is concerned, is a chisel. It is conceivable, although unlikely, that an advertiser might run 10 products within a one-minute commercial with a brief mention of the use of each product. Again, we see no really compelling reason why this use of our medium should be restricted by firm policies.

Says Threat Looms

"From a very practical point of view, the restrictive policies that have been established by a few radio stations are a dangerous threat to the well-being of national spot business. The advertiser using national spot radio, as contrasted to television, has many alternatives open to him. First of all, there are numerous stations available in each market, and if Station A has a policy against more than one product within a one minute commercial, Stations B, C, D, E, F, G, etc., are happy to have the business.

"The advertiser has an alternative to buy into network multi messages or print. . . . We try to encourage the most effective use of our medium; at the same time we do not feel that we should be in the position of dictating to an advertiser on an arbitrary basis as to what he should include in his copy as long as it

MARKET PLACES OF SPOT BUYING



THREE-QUARTERS of the national spot advertising on the nation's radio and television stations is placed through station representative offices in New York and Chicago, according to a breakdown of spot business by source cities prepared for B•T by Station Representatives Assn.

The SRA analysis shows spot business originating as follows: New York 60%, Chicago 16%, St. Louis 6%, Los Angeles 4%, San Francisco 4%, Detroit 3.5%, Dallas 2%, Boston 1.5%, Atlanta 1%, other cities 2%. The percentages are the same for both radio and television, SRA reports.

This does not mean that all the business indicated for any city came from agencies located in that city. Station representative offices in Chicago, for instance, serve agencies and accounts as far away as Minneapolis-St. Paul; San Francisco offices handle business from agencies located in Portland, Ore., and Seattle; Cleveland accounts are contacted from Detroit and New Orleans covered from Dallas.

is in good taste with acceptable products."

Another executive of a major station representative firm told B•T that although he did not want to be quoted directly, he was of the opinion that doubling unrelated products in one spot was not doing the broadcaster any good. The listeners should be amused but not confused by an overabundance of product sponsorship, he observed.

On the other hand, several other representative firms indicated that they would let each station decide its own policy of acceptance.

In the past other advertisers have used the double plug, aside from Pharmaco and Feen-A-Mint which were mentioned by Mr. Eastman. Continental Baking Co. promoted its Hostess cake and Wonder bread in one commercial and Anahist did the same for its pill and nose spray, both through Ted Bates & Co.

Of the three markets that Lever Bros. has queried for availabilities, the advertiser reportedly has received acceptances from two stations in each of the markets.

GALLUP ADDING SERVICE TO PRE-TEST TV, MOVIES

Buys Hopewell, N. J., theatre for operation planned to start in September. Also to research consumer "activation."

VETERAN opinion gatherer, Dr. George H. Gallup of Princeton, N. J., is embarking on an expansion of his services to tv-conscious advertiser clients and to various tv film and motion picture companies which he hopes to attract to his Princeton operation.

Dr. Gallup last week announced that he had purchased the Colonial Theatre in Hopewell, N. J., which is six miles from Princeton and about 11 miles from Trenton, forming a triangle with the university city and the New Jersey capital. The 500-seat theatre will be used as a testing ground. The audience, chosen as to sex and age group and admitted free to the theatre, will record running reactions to movie, film or commercial, by turning an individual dial.

The researcher, of Gallup Poll fame, takes possession of the theatre on Aug. 1 with renovating to be completed for an opening about a month later, Dr. Gallup told B•T last Thursday.

Radio Method in 1935

Dr. Gallup recalled that Young & Rubicam as early as 1935 conducted a rating system of radio programs in Hopewell. The Gallup operation also has been testing radio, tv and some motion pictures for some time at Princeton. Hopewell, he explained, is an ideal location for such testing because it can draw on a quarter million population in the Hopewell-Trenton-Princeton area, made up of rural and urban folk.

A number of national advertisers are Gallup clients. Among them: U. S. Steel, Bristol-Myers, Chrysler, Borden, Lipton, Westinghouse General Electric, Goodrich, American Motors, Dow Chemical, Nestle's and DuPont. Mr. Gallup also hopes to attract tv film companies to the Colonial Theatre proving grounds.

The theatre also will be put to use for a type of analysis called "activation" research, which Dr. Gallup described as the next step beyond motivation research. The latter, he said, attempts to show what motivates a purchaser to buy a product. Through his advanced step, Dr. Gallup intends to show how to apply motivation (the "why") to a given problem or purchase. Developed will be the "theme" or "appeal" of an advertiser's product in his advertising.

Spearheading the work will be Gallup & Robinson (audience research) which along with a group of opinion analysis companies, including the American Institute of Public Opinion, is headed by Dr. Gallup.

The new move by Gallup follows a flurry of activity earlier this month in projects for the testing of tv commercials, films of programs in the pre-air stage. During July agencies such as N. W. Ayer, Kenyon & Eckhardt and BBDO announced plans for individual operations [B•T, July 9], and Telestudios Inc., New York, opened its closed-circuit tv testing operation (see separate story).

LATEST RATINGS

NIELSEN

TOP RADIO PROGRAMS (TWO WEEKS ENDING JUNE 9)

Rank Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week					(Average for All Programs)	(568)
1. Dragnet	RCA	Kenyon & Eckhardt	NBC	180	Tues., 8-8:30	1,277
2. You Bet Your Life	De Soto	BBDO	NBC	194	Wed., 9-9:30	1,183
3. People Are Funny	RCA Brown & Williamson	Kenyon & Eckhardt Ted Bates	NBC	177	Thurs., 8-8:30	1,135
4. Our Miss Brooks	Realemon Toni	Rutledge & Lillianfeld North Adv.	CBS	203	Sun., 8-8:30	1,088
5. Two For The Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	1,088
6. Edgar Bergen	Brown & Williamson	Ted Bates	CBS	200	Sun., 7-8	993
7. Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	993
8. Counterspy	participating sponsors and agencies		MBS	455	Fri., 8-8:30	946
9. Edgar Bergen	Jelsert	L. W. Ramsey	CBS	200	Sun., 7-8	899
10. Godfrey's Scouts	Lipton	Young & Rubicam	CBS	161	Mon., 8:30-9	851
Evening, Multi-Weekly					(Average for All Programs)	(662)
1. News of The World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-45	1,324
2. One Man's Family	participating sponsors		NBC	182	Mon.-Fri., 7:45-8	1,230
3. Lowell Thomas	United Motors Service Div. of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	993
Weekday					(Average for All Programs)	(1,041)
1. Helen Trent	Carter Products Cheseborough Corn Products	Ted Bates J. Walter Thompson C. L. Miller	CBS	187 115 115	Alt. Days, Mon.-Fri., 12:30-45	1,703
2. Young Dr. Malone	Carter Products Cheseborough Corn Products General Foods	Ted Bates J. Walter Thompson C. L. Miller Foote, Cone & Belding	CBS	186 112 75	Alt. Days, Mon.-Fri. 1:30-45	1,514
3. Young Dr. Malone	same as above			75		1,514
4. Wendy Warren	Standard Brands	Ted Bates	CBS	190	Alt. Days, Mon-Fri., 12-12:15	1,514
5. Wendy Warren	Hazel Bishop	Raymond Spector	CBS	189	same as above	1,514
6. Wendy Warren	Philip Morris	Biow Co.	CBS	191	same as above	1,514
7. Young Dr. Malone	same as above					1,466
8. Ma Perkins	Procter & Gamble	Dancer-Fitzgerald-Sample	CBS	139	Mon.-Fri., 1:15-1:30	1,466
9. Guiding Light	Procter & Gamble	Compton	CBS	45	Mon.-Fri., 1:45-2	1,419
10. Young Dr. Malone	same as above					1,419
Day, Sunday					(Average for All Programs)	(473)
1. Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	946
2. Robert Trout-News	General Motors	Campbell-Ewald	CBS	164	Sun., 10-10:15	757
3. Hour of Decision	Billy Graham Evangalistic Assn.	Walter F. Bennett	NBC	125	Sun., 10-10:30	757
Day, Saturday					(Average for All Programs)	(662)
1. Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,845
2. Robert Q. Lewis	Milner	Gordon Best	CBS	198	Sat., 11:55-noon	1,324
3. Alan Jackson-News	Chevrolet	Campbell-Ewald	CBS	178	Sat., 1-1:05	1,324

TOP TV SHOWS (TWO WEEKS ENDING JUNE 23)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	† Total Audience Tv Homes Reached (000)
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	14,126
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	13,542
3.	I Love Lucy	Procter & Gamble General Foods	Biow Young & Rubicam	CBS	155 157	Mon., 9-9:30	12,556
4.	December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10	11,352
5.	$64,000 Challenge	P. Lorillard Revlon	Young & Rubicam C. J. La Roche	CBS	111	Sun., 10-10:30	11,169
6.	Lux Theatre	Lever Brothers	J. Walter Thompson	NBC	132	Thurs., 10-11	10,476
7.	Sunday Spectacular	participating sponsors and agencies		NBC	127	Sun., 7:30-9	9,819
8.	G. E. Theatre	General Electric Co.	BBDO	CBS	153	Sun., 9-9:30	9,746
9.	Cavalcade of Sports	Gillette	Maxon	NBC	161	Fri., 10-10:45	9,563
10.	I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	170	Wed., 9:30-10	9,454

Rank		‡ Average Audience Tv Homes Reached (000)
1.	$64,000 Question	12,775
2.	I Love Lucy	11,425
3.	$64,00 Challenge	10,330
4.	December Bride	10,330
5.	Ed Sullivan Show	10,293
6.	Lux Theatre	8,687
7.	G. E. Theatre	8,687
8.	I've Got A Secret	8,541
9.	What's My Line	8,432
10.	The Lineup	8,395

Rank		* Total Audience % of Tv Homes Reached
1.	$64,000 Question	40.1
2.	Ed Sullivan Show	38.6
3.	I Love Lucy	35.3
4.	$64,000 Challenge	33.1
5.	December Bride	32.3
6.	Lux Theatre	30.5
7.	What's My Line	28.7
8.	G. E. Theatre	28.1
9.	Sunday Spectacular	27.9
10.	Studio 1 Summer Th.	27.4

Rank		* Total Audience % of Tv Homes Reached
1.	$64,000 Questions	36.3
2.	I Love Lucy	32.1
3.	$64,000 Challenge	30.6
4.	December Bride	29.4
5.	Ed Sullivan Show	29.3
6.	What's My Line	26.0
7.	Lux Theatre	25.3
8.	G. E. Theatre	25.0
9.	I've Got A Secret	24.5
10.	The Lineup	24.4

[Details on programs in proceding three tables, but not listed in top table]

What's My Line	Jules Montenier Remington Rand	Earle Ludgin Young & Rubicam	CBS	70 111	Sun., 10:30-11
The Lineup	Brown & Williamson Procter & Gamble	Ted Bates Biow	CBS	176	Fri., 10-10:30
Studio One Summer Theatre	Westinghouse	McCann-Erickson	CBS	99	Mon., 10-11

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† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

‡ Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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Continues on next page

Continued from preceding page

PULSE

TOP 20 REGULARLY SCHEDULED, ONCE-A-WEEK TV SHOWS

Program	Sponsor	Agency	Net-work	No. of Stations June	No. of Stations May	Day & Time	Rating June	Rating May
Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	180	Sun., 8-9	42.5	44.2
$64,000 Question	Revlon	BBDO	CBS	165	165	Tues., 10-10:30	41.4	44.5
I Love Lucy	Procter & Gamble	Biow	CBS	155	155	Mon., 9-9:30	38.2	40.6
	General Foods	Young & Rubicam		157	157			
Perry Como	Armour	Tatham-Laird	NBC	81	81	Sat., 8-9	32.3	33.1
	Dormeyer	John W. Shaw		82	82			
	Gold Seal	Campbell-Mitchun		86	86			
	International Cellucotton Products	Foote, Cone & Belding		90	90			
	Noxzema Chemical	Sullivan, Stauffer, Colwell & Bayles		95	95			
	Toni	North Adv.		91	91			
Groucho Marx	De Soto	BBDO	NBC	157	157	Thurs., 8-8:30	32.2	35.7
$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	111	Sun., 10-10:30	31.6	33.2
	Revlon	C. J. La Roche						
Jackie Gleason	Buick Div. General Motors	Kudner	CBS	187	187	Sat., 8-8:30	30.3	32.0
Disneyland	American Motors	Geyer & Brooks, Smith French & Dorrance	ABC	180	180	Wed., 7:30-8:30	29.9	32.7
	American Dairy	Campbell-Mitchun						
	Derby Foods	McCann-Erickson						
Jack Benny	American Tobacco	BBDO	CBS	172	172	Sun., 7:30-8	29.8	32.7
December Bride	General Foods	Benton & Bowles	CBS	183	183	Mon., 9:30-10	29.6	31.0
Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	157	157	Thurs, 8:30-9	29.4	30.8
What's My Line	Jules Montenier	Earle Ludgin	CBS	70	70	Sun., 10:30-11	29.0	29.4
	Remington Rand	Young & Rubicam		111	111			
Climax	Chrysler	McCann-Erickson	CBS	162	162	Thurs., 8:30-9:30	28.9	32.9
G. E. Theatre	General Electric	BBDO	CBS	153	153	Sun., 9-9:30	28.6	29.5
This Is Your Life	Procter & Gamble	Benton & Bowles	NBC	133		Wed., 9:30-10	28.2	
Caesar's Hour	American Chicle	Dancer-Fitzgerald-Sample	NBC	116	116	Mon., 8-9	26.6	27.1
	Helene Curtis Industries	Earle Ludgin						
	Remington Rand	Young & Rubicam						
Alfred Hitchcock Presents	Bristol-Myers	Young & Rubicam	CBS	110		Sun., 9:30-10	26.1	...
Burns & Allen	Carnation Co.	Erwin Wasey	CBS	148		Mon., 8-8:30	26.0	...
	B. F. Goodrich	BBDO		142				
I've Got A Secret	R. J. Reynolds	Wm. Esty	CBS	170		Wed., 9:30-10	26.0	...
Robert Montgomery	S. C. Johnson	Needham, Louis & Brorby	NBC	98	98	Mon., 9:30-10:30	25.9	...
	Schick	Warwick & Legler						

Top 10 Regularly Scheduled Multi-Weekly Shows

Mickey Mouse Club	segmented sponsors and various agencies		ABC	94	94	Mon.-Fri., 5-6	18.1	19.7
Guiding Light Club	Procter & Gamble	Compton	CBS	113	113	Mon.-Fri., 12:45-1	11.1	11.8
Search For T'mrw.	Procter & Gamble	Biow	CBS	125	125	Mon.-Fri., 4-4:15	10.8	11.0
Love of Life	American Home Products	Ted Bates	CBS	153	153	Mon.-Fri., 12:15-12:30	9.8	10.5
Arthur Godfrey	participating sponsors and agencies		CBS	99	99	Mon.-Thurs., 10-11:30	9.6	9.6
Queen For A Day	multi-sponsored and various agencies		NBC	132		Mon.-Fri., 4:30-5	9.5	
Valiant Lady	participating sponsors and agencies		CBS	99	99	Mon.-Fri., 12-12:15	9.2	10.1
Dinah Shore	Chevrolet	Campbell-Ewald	NBC	98		Tues.-Thurs., 7:30-45	9.0	...
News Caravan	Plymouth	N. W. Ayer	NBC	116	116	Mon.-Fri., 7:45-8	8.9	9.4
	R. J. Reynolds Tobacco	Wm. Esty						
CBS News	Whitehall	Sullivan, Stauffer, Colwell & Bayles	CBS	75	75	Mon.-Fri., 6:45-7	8.7	9.1
	American Tobacco	BBDO		70	70			

TRENDEX

TOP 10 SHOWS, WEEK OF JULY 1-7

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	Rating
1.	$64,000 Challenge	P. Lorillard	Young & Rubicam	CBS	111	Sun., 10-10:30	23.3
		Revlon	C. J. La Roche				
2.	Video Theatre	Lever Brothers	J. Walter Thompson	NBC	132	Thurs., 10-11	22.8
3.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	22.5
4.	Do You Trust Your Wife	General Motors-Frigidaire Div.	Kudner	CBS	140	Tues., 10:30-11	22.4
5.	What's My Line	Jules Montenier	Earle Ludgin	CBS	70	Sun., 10:30-11	22.2
		Remington Rand	Young & Rubicam		111		
6.	Steve Allen	Avco	Compton	NBC	128	Sun., 7-8	20.2
		Jergens	Robert W. Orr				
		Brown & Williamson	Ted Bates				
7.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	19.7
8.	Climax	Chrysler Corp.	McCann-Erickson	CBS	162	Thurs., 8:30-9:30	19.6
9.	Best of Groucho	De Soto	BBDO	NBC	157	Thurs., 8-8:30	19.2
10.	Ford Theatre	Ford Motor Co.	J. Walter Thompson	NBC	156	Thurs., 9:30-10	18.4

Kool-Aid Adds Fourth Show

GENERAL FOODS Corp., White Plains, New York, through Foote, Cone & Belding, New York, has bought into its fourth network tv show to promote Kool-Aid via CBS-TV's *Mighty Mouse* strip on 85 stations. Other GF-Kool-Aid network programs include *Roy Rogers* (NBC-TV), *Capt. Kangaroo* (CBS-TV) and *Our Miss Brooks* (CBS-TV).

Clorox Plans Spot Drive

CLOROX CHEMICAL Co., Oakland, Calif., plans entry into television in September with a national spot campaign using 20-second and one-minute announcements. The campaign will be placed by Honig-Cooper Co., San Francisco. A series of 14 Clorox spots is being produced by Cascade Pictures, Hollywood.

TV TAPPED FOR 65% OF TUCKER'S BUDGET

Foods division of Anderson, Clayton & Co. use video spots in 32 midwest markets, TvB tells its members.

ANDERSON, CLAYTON & Co., described as the world's largest processors of cotton oil, in August will start a tv spot campaign in 32 markets for its Mrs. Tucker's Foods Division, Television Bureau of Advertising has notified its member stations.

TvB, which held several conferences with the company prior to the completion of its advertising plans, reported that 65% of the advertising budget for the food division will go into television. Amount was not disclosed but is understood to exceed $750,000. The tv appropriation will be divided roughly two-thirds for daytime television, one-third for nighttime, TvB said, distributed among markets throughout the area ranging from the Alleghanies to the Rockies and Canada to the Gulf of Mexico.

The Mrs. Tucker tv time is being bought through Bryan Houston Inc., New York.

Sunkist Joins Wesson Oil As Co-sponsor of 'Blondie'

SUNKIST GROWERS Inc., Los Angeles, will co-sponsor the new Hal Roach Jr.-produced tv film series, *Blondie*, to be carried on the Vitapix lineup of stations, starting in October, it was announced last week by Ned Koenig, sales vice president for Hal Roach Jr. The sale, amounting to about $1 million in gross billings, was negotiated by Mr. Koenig and Sunkist agency, Foote, Cone & Belding, Los Angeles.

The transaction follows recent agreement signed by Wesson Oil to sponsor the half-hour series in 80 markets for an estimated $2 million. Sunkist, however, will co-sponsor in only 40 of the 80 markets, except during the season when demand for its products is high. Mr. Koenig said he is negotiating with another sponsor and hopes to conclude this transaction as soon as Sunkist decides on the use it plans to make of the remaining 40 markets.

Though there are 58 stations that Vitapix may clear for the program series, it is expected that other stations will be signed specifically for *Blondie* to bring the total up to 80. Tentative time slotting for the program varies from 7 p.m. to 8:30 p.m., depending on the market, according to a Roach spokesman.

Bookbinders Get Challenge

ADVERTISING and production in newspaper, magazines and books have reached record highs despite serious inroads by television and radio in the average person's leisure time, Gerald Walsh, secretary of the Printing Industries Assn., told 250 delegates to the International Brotherhood of Bookbinders convention last week in Los Angeles. He said the printing and publishing field now ranks third in number of firms, eight each in payroll and product value and ninth in number of employes. Mr. Walsh warned his industry it must continue research to develop new markets to replace those lost to radio-tv and other media.

BBDO's TV BILLING MAY BE $72 MILLION

Addition of five new video network shows this fall brings agency expectation of an increase of $12 million over last year. Firm now dickering for still another program.

WITH THE addition of five new television network shows slated for this fall, BBDO New York, expects its television billing to be approximately $72 million, an increase of $12 million in television over last year.

The five new shows—two are first-time buys for the clients in established shows—bring a total of 17 major programs for the 1956-57 BBDO season. The agency also is known to be dickering with the networks for another program, which if signed, will up the total to 18 network shows.

The television department of BBDO has 13 half-hour, two one-hour and one quarter-hour properties, plus one-quarter of each of the NCAA games during the coming football season.

The three new BBDO shows for this season are: (1) *The Giant Step* sponsored by General Mills and produced live from New York by Louis G. Cowan Inc., Wednesday, 7:30-8 p.m. on CBS-TV. Top prize on the quiz show will be a full college education for the winner with a European trip to follow. (2) *On Trial* with Joseph Cotten as host, sponsored alternate weeks by Campbell Soup and Lever Brothers, Friday, 9-9:30 p.m. on NBC-TV. (3) *Playhouse 90,* Thursday, 9:30-11 p.m., half-hour on alternate weeks and sponsored by Bristol-Myers on CBS-TV.

The two programs new to BBDO clients next season are: *Warner Bros. Presents* on alternate weeks, sponsored by the Lamp division of General Electric on ABC-TV and *NCAA Football* Saturday afternoons, quarter sponsorship of eight national games by Zenith on NBC-TV.

All BBDO clients represented on network television last season will be similarly represented during the coming season. On one program *Lassie* sponsored by Campbell Soup, BBDO picks up 26 weeks additional billing when the advertiser resumes full sponsorship of the show in place of alternate weeks.

The complete lineup of returning programs and sponsors follows:

Jack Benny alternating with *Private Secretary,* Sunday 7:30-8 p.m. on CBS-TV, sponsored by American Tobacco Co.

Armstrong Circle Theatre, alternate weeks, Tuesday, 9:30-10:30 p.m. on NBC-TV, underwritten by Armstrong Cork.

Lassie, Sunday, 7:30-8 p.m. on CBS-TV, sponsored by Campbell Soup.

Grouch Marx—You Bet Your Life, Thursday 8-8:30 p.m. on NBC-TV, sponsored by De Soto.

Du Pont Cavalcade Theatre, Tuesday, 9:30-10 p.m. on ABC-TV, sponsored by Du Pont.

(In addition, Du Pont sponsors *Frank Leahy and His Football Forecasts* on 168 stations.)

General Electric Theatre, Sunday, 9-9:30 p.m. on CBS-TV for General Electric Institutional.

The George Burns and Gracie Allen Show, Monday, 8-8:30 p.m. on CBS-TV, alternate week sponsorship by General Mills.

B. F. Goodrich, another BBDO client, sponsors the alternate week of *Burns and Allen.*

The $64,000 Question, Tuesday, 10-10:30 p.m. on CBS-TV, sponsored by Revlon.

United States Steel Hour, Wednesday, 10-11 p.m. on CBS-TV, alternate weeks, sponsored by United States Steel.

The Adventures of Robin Hood, Monday, 7:30-8 p.m. on CBS-TV, sponsored by Wildroot.

In addition, BBDO is looking for a half-hour network time slot for *The Prettiest Girl in the World* to be sponsored by Revlon [At Deadline, July 16].

COLORCASTING®

Advance Schedule Of Network Color Shows (All times EDT)

NBC-TV

July 23 (8-9:30 p.m.) *Producers' Showcase,* "Rosalinda," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton & Grey.

July 25-27 (3-4 p.m.) *Matinee,* participating sponsors (also July 30-Aug. 3, 6-10, 27-31).

July 25 (9:10 p.m.) *Kraft Television Theatre,* Kraft Foods, through J. Walter Thompson (also Aug. 1, 8, 29).

July 26 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co., through J. Walter Thompson (also Aug. 8, 23, 30).

July 28 (8-9 p.m.) *Julius La Rosa Show,* participating sponsors.

July 29 (5-5:30 p.m.) *Zoo Parade,* sustaining (also Aug. 5, 12, 19, 26).

July 29 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co., through Young & Rubicam.

Aug. 1 (7:30-7:45 p.m.) *J. P. Morgan Show,* sustaining (also Aug. 15).

Aug. 5 (9-10 p.m.) *Alcoa Hour,* Aluminum Co. of America, through Fuller & Smith & Ross.

Aug. 12 (7:30-9 p.m.) *Sunday Spectacular,* participating sponsors.

Aug. 18 (8-9 p.m.) *Tony Bennett Show,* participating sponsors (also Aug. 25).

[Note: This schedule will be corrected to press time of each issue of B•T]

Reynolds to Be Co-Sponsor

R. J. REYNOLDS Tobacco Co. (Camel, Winston and Salem cigarettes), Winston-Salem, N.C., through William Esty Co., New York, has been signed for ABC-TV's new *Wire Service* program (Thursday, 9-10 p.m. EDT) for the 1956-57 season, Slocum Chapin, ABC-TV sales vice president, announced last week. R. J. Reynolds will pick up half of the sponsorship of the weekly, hour-long adventure series based on the nation's press associations and starring Dane Clark and George Brent. The series is being filmed in Hollywood by Don Sharpe and Warren Lewis. It debuts on the network Oct. 4.

Geritol Buys New Quiz

PHARMACEUTICALS Inc. (Geritol), N. J., through Edward Kletter Assoc., New York, will sponsor a new quiz program, *Twenty One,* on NBC-TV starting Sept. 12 (Wednesdays, 10:30-11 p.m. EDT). The quiz will be played by two contestants, competing for 21 points by answering questions from an assigned category. According to NBC-TV, a contestant can win an unlimited amount of money by competing against new opponents each week.

Philadelphia Survey Reveals Time Allocated to Radio-Tv

ONLY 30 minutes a day separate the average daily radio listening and tv viewing time in the nine-county Philadelphia market, according to a survey just completed by Audience Analysts Inc., that city.

Of 2,300 responses, weekday tv viewing averaged 4.6 hours per household and radio listening 4.1 hours per household. The survey indicated 98.1% ownership of radios and 91.4% tv ownership. In answer to broadcasters and advertisers' interest in the fm radio market, the study shows that 38% of the homes have fm radios. These fm homes listen to radio an average of 4.8 hours a day, compared to the overall average of 4.1 hours.

Other facets of the Philadelphia study, according to Audience Analysts President Doris L. Selinger, includes the daily pattern of radio listening of adults, teenagers and children and automobile radio listening as it relates to travel to and from work, during shopping trips and on pleasure trips.

CBS Radio Signs Ex-Lax To Year's $400,000 Contract

AFTER an absence of more than 20 years from CBS Radio, Ex-Lax Inc., Brooklyn, N. Y., is returning by signing for three seven-and-one-half minute daytime units per week for 52 weeks, totaling $400,000 in gross billings. The agency for Ex-Lax is Warwick & Legler, Los Angeles.

In announcing the sale last week, John Karol, CBS Radio vice president in charge of network sales, observed that Ex-Lax initially utilized the facilities of CBS Radio in 1932 and sponsored such programs as *Magic Voice of Telephone* and *The Big Show* through 1935. In its new contract, Ex-Lax will purchase segments of *Helen Trent, Road of Life,* and *This is Nora Drake,* starting July 30.

Crider Joins Y&R Hollywood

MR. CRIDER

WICKLIFFE CRIDER, former vice president in charge of radio-tv, Kenyon & Eckhardt, has confirmed earlier reports of his pending association with Young & Rubicam by joining that agency as program operations director in Hollywood [Closed Circuit, June 11]. Mr. Crider, who resigned from K&E last month, will report to agency's west coast office after a period of duty at Y&R's New York office.

Houston Office Opened

MACMANUS, JOHN & ADAMS, Bloomfield Hills, Mich., advertising agency, has established a new branch office in Houston and has appointed Robert J. McCarthy, manager, according to Ernest Jones, President. Mr. McCarthy has been a staff writer for the *Houston Post;* public relations director, U. of Houston; account executive, Wilhelm-Laughlin-Wilson Adv. Agency, Houston, and account executive and radio-tv director, D'Arcy Adv., same city.

HIGHEST PULSE*!

- **WXEX-TV leads in more ¼ hours than other two Richmond area stations combined...from 7A.M. to midnight, 7 days a week!**
- **WXEX-TV has 10 of the top 15 shows!**

***MAY-JUNE, 1956**

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Farjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

SSCB's 10 CANDLES & $36 MILLION

MORE than half of the $36 million annual billing at Sullivan, Stauffer, Colwell & Bayles, New York, is in television. In fact, the agency reports heavy emphasis on the medium since SSC&B's inception, and boasts a greater investment in this department in proportion to its size than any other agency. SSC&B claims "maximum attention" to pretesting and tv presentations of copy.

SSC&B, which is celebrating its 10th birthday this month, held a special luncheon Tuesday at New York's "21" Club where a 10-minute film, spoofing the advertising field and SSC&B via animal life shots and amusing commentary, was shown. Also as part of its 10th year anniversary, SSC&B has published a collection of capsule essays, *Just Looking,* written by Walter O'Meara, senior consultant and chairman of SSC&B's creative review board, as a souvenir issue.

The agency opened for business in The Marguery, New York apartment hotel, July 1, 1946, with a first year billing of $3.5 million. Over half of the current billing ($36 million) came from increased budgets of SSC&B's first nine packaged goods brands: Pall Mall, Lifebuoy, Silver Dust, Mrs. Filbert, Simoniz, Noxzema, Smith Bros., Arrid and BiSoDoL. Set up to concentrate primarily on packaged goods, the agency serviced only one non-packaged goods account among its first clients: The American Petroleum Institute. Emphasis is on cigarettes, soaps, foods, proprietaries, toiletries and other grocery and drug store items. The agency's founders—Raymond F. Sullivan, Donald D. Stauffer, S. Heagan Bayles, and Robert T. Colwell—anticipated post-war competition would be the most acute in these fields.

From the 15-room apartment occupied 10 years ago, SSC&B has graduated to three modern, air conditioned floors at 477 Madison Ave. Nearly 300 persons are employed by the agency, which has only one branch office—in Hollywood (used for show and film production). Still concentrating on packaged goods brands, recent additions to SCC&B (and contributors to the record billings) include Best Foods' cereal brands, Junket brand foods, La Rosa macaroni products and Italian-style foods, Blue coal, DuBarry products, S & H Green trading stamps and Gunther Brewing Co.

THE four founders of Sullivan, Stauffer, Colwell & Bayles Inc. (l to r, Ray Sullivan, Donald Stauffer, Robert Colwell and Haegan Bayles) shake hands over the agency's 10th anniversary cake at a press party in New York.

Over the past 10 years, there has been a gradual shift in the agency's ownership, with 20% of the employes now owning stock. This is according to the founder's original plans. Mr. Sullivan was formerly chairman of the plans board at Ruthrauff & Ryan, Mr. Stauffer and Mr. Bayles had been co-directors of R&R's radio operations and Mr. Colwell had been chairman of the plans board at J. Walter Thompson. The four soon were joined by John P. Cohane, a vice president and member of R&R's plans board.

Telestudios Pre-Tests Show By Closed-Circuit System

TELESTUDIOS Inc., New York, launched its closed-circuit system of pre-testing tv programming and commercials last week when it presented a program in NBC-TV's upcoming *Stanley* series and commercials for RCA-Whirlpool washers to a group of 500 families in the Wave Crest Gardens housing development in Far Rockaway, Queens, N. Y. [AT DEADLINE, July 9].

For this initial telecast, Telestudio's clients were the NBC research department on behalf of *Stanley,* starring Buddy Hackett and slated to debut this fall, and Kenyon & Eckhardt research department for RCA-Whirlpool. Viewers were sent questionnaires at the time of the telecast asking for reaction to the program and the commercials. Subsequently, Consumer Behavior Research Assoc., New York, distributed additional questionnaires to viewers and also conducted interviews in person and over the telephone, according to George Gould, president of Telestudios. He said results of the pre-testing study will be forwarded to NBC and K&E after viewer responses have been tabulated.

Mr. Gould believes that his closed-circuit audience research system is the only one to pre-test complete family units at home within the framework of their regular tv viewing habits. He reported that representatives of more than a dozen advertising agencies and advertisers were among those who had viewed the *Stanley* telecast and that many had expressed interest in Telestudio's system.

All-Star Sponsorship Set

NATHAN PERLSTEIN, Pabst Brewing Co. advertising director, confirmed last week that Pabst and Standard Oil Co. have signed for co-sponsorship on ABC radio and television of the College All-Stars-Cleveland Browns football game in Chicago's Soldiers Field Aug. 10 [AT DEADLINE, May 21]. Agencies are Leo Burnett Co. for Pabst and D'Arcy Adv. Co. for Standard.

Jack Drees and Harold (Red) Grange will handle the tv portion, while Bill McColgan and an unnamed sportscaster will cover the radio broadcast.

AGENCY APPOINTMENTS

Continental Car-Na-Var Corp., Brazil, Ind., appoints Product Services, N. Y., for new Carnauba floorwax product, Continental "18." Car-Na-Var, to become division next month of Continental Industries Inc., N. Y., when stockholders approve merger of it and National Vending Corp., N. Y., initially has set aside $650,000 advertising budget, bulk to go into saturation spot tv and radio campaigns from now to March 1957. First phase gets under way in September, with 12-market saturation introductory campaign.

Sleep-Eze Co., Long Beach, Calif., to Van der Boom, Hunt, McNaughton Inc., L. A. Advertising for Sleep-Eze formerly was placed by M. B. Scott Inc.

Mentholatum Co., Buffalo, N. Y., names Street & Finney Inc., N. Y., to handle Canadian advertising.

Central Dairy Products Co. (Steffen's milk, ice cream products), Oklahoma City, appoints Hall & Thompson, that city.

Star-Eye Inc. (self-sharpening eyebrow pencil), L. A., names Milton Weinberg Adv. Co. of that city.

Dale Carnegie Course (New England Institute), Boston, names Charles F. Hutchinson Inc., Boston.

Seth Thomas Clocks (Div. of General Time Corp.), LaSalle, Ill., appoints Erwin, Wasey & Co., Chicago. H. T. Millikin appointed advertising-merchandising manager and J. A. Donahue general sales manager of firm. Both hold similar positions with Westclox Div. of General Time Corp.

SPOT NEW BUSINESS

Benson & Hedges (subsidiary of Philip Morris Inc.), N. Y., using heavy schedule of radio and tv spot on regional basis for new flip-top packaged Parliament filter cigarettes in Baltimore, Chicago, Cleveland, Detroit, Milwaukee, Philadelphia and Washington, D. C. Agency is Benton & Bowles, N. Y.

Clorox Chemical Co., Oakland, Calif., ordering series of tv spot announcements in markets from coast to coast.

John H. Breck Inc. (hair, scalp preparations), Springfield, Mass., buying 13 participatings on NBC-TV's *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EDT). Starting date undertermined. H. B. Humphrey, Alley & Richards Inc., Boston, is agency.

NETWORK RENEWAL

Sterling Drug Inc., N. Y., for third year has renewed *The Vise* on ABC-TV (Fridays, 9:30-10 p.m. EDT). Sponsorship of program, for Sterling's Bayer aspirin, Phillip's Milk of Magnesia and other products, is handled through Dancer-Fitzgerald-Sample, N. Y.

A&A PEOPLE

William M. Zeigler Jr., account executive, Compton Adv., N. Y., elected vice president of agency. Prior to his association with Compton, he was vice president and general manager, Ross Roy Inc., N. Y. **John E. Emerson,** formerly copy-contact executive on appliance accounts, O'Grady-Andersen-Gray, Chicago, to Compton Adv., Chicago, as copywriter. **Henry Berchert** to Compton Chicago office as art director.

Arnold Wester, west coast supervisor of tv commercial and programming activities, and **Mark Byrne,** media executive, William Esty Co., N. Y. and Hollywood, have been elected vice presidents of agency.

Frank S. Christian, executive vice president and account supervisor, Hermon W. Stevens, Boston, appointed regional manager, Kenyon & Eckhardt, same city. He succeeds **J. Norman McKenzie,** recently resigned. **Frank O. Covello,** formerly with Cunningham & Walsh, N. Y., to Kenyon & Eckhardt, that city, in production department.

Vernon S. Mullen Jr., advertising manager, Miller Brewing Co., Milwaukee, resigned after six years with firm. He has not announced future plans.

Murray W. Gross, formerly group product manager in consumer products division of Hudson Pulp & Paper Corp., N. Y., appointed account executive at Emil Mogul Co., N. Y., on Manischewitz kosher wines, succeeding **Mort Wyner,** recently named director of sales and advertising for Monarch Wine Co., Brooklyn, N. Y., producer of Manischewitz wines.

Tom Taussig, former program director, WTOP-TV Washington and more recently with Young & Rubicam, N. Y., to Ted Bates & Co., N. Y., as radio-tv supervisor. **Lucille Webster,** former radio-tv business manager, The Biow Co., to Bates as assistant radio-tv business manager.

John Chase Strouse, formerly vice president and account supervisor, Cunningham & Walsh, N. Y., appointed account executive in L. A. office of Erwin, Wasey & Co. and named senior executive on Carnation evaporated milk account. **Michael P. Casey,** formerly associate director at KNXT (TV) Los Angeles, to radio-tv staff of Erwin, Wasey there as assistant to radio-tv producer.

Robert E. Franklin, account executive on Westinghouse appliances at McCann-Erickson, Cleveland, to Henri, Hurst & McDonald, Chicago, as account executive.

Edmund C. Ridley, formerly with The Biow Co., N. Y., to Anderson & Cairns, N. Y., as account executive handling Julius Wile Sons Co. and Seeman Bros. Inc. accounts.

Cliff Lewis, promotion director, Ice Capades show, to Ralph Yambert Organization, L. A. advertising agency, as account executive. **Richard Carey,** advertising manager, Plomb Tool Co., to Yambert as copywriter and production manager, and **Blaine Riley,** art director, Walter McCreery Agency, to Yambert as art director.

Ted R. Meredith, associate director of media, Griswold-Eshleman Co., Cleveland, promoted to director of media.

George Shaver, account executive, McCann-Erickson Inc., and **George Preston,** assistant account executive, Albert Frank-Guenther Law Inc., both N. Y., to Dancer-Fitzgerald-Sample Inc., N. Y., as assistant account executives. **Ray Rossi,** film traffic supervisor, D-F-S, to tv commercial production assistant.

SOFT DRINKS IN PHILADELPHIA TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Coca-Cola (McCann-Erickson)	4	2	12	148
2.	Kool-Aid Beverage Mix (Foote, Cone & Belding)	1	1	1	15

PHILADELPHIA INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Coca-Cola (McCann-Erickson)	4	2	12	161
2.	Hires Root Beer (N. W. Ayer)	—	1	3	29
3.	Triple Cola	—	1	2	21
4.	Frank's Beverages (Adrian Bauer & Alan Tripp)	—	1	½	15
5.	Aunt Wick (L. W. Ramsey)	—	1	1	9
6.	Kool-Aid Beverage Mix (Foote, Cone & Belding)	1	1	2	7
7.	Reymer Beverages (Ketchum, MacLeod & Grove)	—	1	1	2
8.	Seven-Up (J. Walter Thompson)	—	1	1	1
9.	Canada Dry (J. M. Mathes)	—	1	1	0.2

In the above summary, the monitoring occurred the week ending May 25, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Sardines Back

THE Maine sardine has returned. After a mysterious one year's absence from Maine fishermen's nets (which some New Englanders attributed to an excess of A-bomb testing, among other things), housewives may once again look forward to an abundance of canned Maine sardines.

To make things easier for them, BBDO, agency for the Maine sardine industry, last week launched a 13-week combination radio-newspaper campaign in the South to stimulate lagging sales of the "low cost, high protein" food. Funds for the drive have been provided through a 25 cent a case "painless" state tax, levied by the Maine legislature on the packers by their own collective request.

Jack W. Minor, general sales manager, Dodge Div. of Chrysler Corp., Detroit, transferred to Plymouth Div. as vice president in charge of sales. He succeeds **William J. Bird,** named to staff of William C. Newberg, vice president for Chrysler Corp. automotive group.

Ruth Stack, account executive, Hicks & Greist, N. Y., named fashion coordinator of agency.

Rodger S. Harrison, J. M. Mathes Co., N. Y., to Kudner Agency, N. Y., as service executive.

Robert J. Hakken, formerly copy chief, Benton & Bowles, Detroit, and **David Jenkins,** Ross Roy Inc., assigned to forthcoming Detroit office of Foote, Cone & Belding as automotive copy writers on Ford Motor Co. Special Products Div. account.

Charles P. Hessemer appointed art director at Turner Adv. Agency, Chicago.

Tobin C. Carlin, director of sales, Dad's Rootbeer Co., Chicago, to McCann-Erickson, Chicago, as regional advertising and sales promotion specialist.

Harry Watts Jr., head of news bureau, Rochester Institute of Technology, to public relations department of Hutchins Adv. Co., Rochester, N. Y.

Marijean Isaac, radio-tv publicity free-lancer, to BBDO public relations department, N. Y.

Bette Middleton, formerly copy chief of W. E. Long Co., Chicago, to creative department of Walker B. Sheriff Inc., same city.

Lydia Hatton, chief timebuyer at Foote, Cone & Belding, L. A., married to **Donald B. Reeve** of Robinson-Hannagan Assoc.

Elaine L. Schachne, timebuyer at Emil Mogul Co., N. Y., married to **Jay Whalen,** account executive for Venard, Rintoul & McConnell, N. Y., station representative, on June 29.

RATING SERVICE PEOPLE

H. Wynn Bussmann, account executive in N. Y. office of A. C. Nielsen Co., named to firm's Chicago headquarters as public relations director of broadcast division.

A&A SHORTS

Hixson & Jorgenson Inc., L. A., announces resignation of Label Bank Inc. account. Label Bank is redemption and merchandising plan for grocery and drug store products in L. A. and San Francisco.

KRASNE EXPRESSES FAITH IN SYNDICATION FUTURE

Film producer says people are either 'afraid or ultra-cautious' about field; points out that local and regional advertisers spend more in television than national sponsors.

ATTACKING current views that tv film syndication is nearing its death, Phil Krasne, producer and part-owner of Gross-Krasne Inc., told the Hollywood Advertising Club last week that advertisers and film distributors also must share the blame for "throwing away the automobile just because the clutch is worn out."

He said the clutch can be fixed and warned that people have "either become afraid or ultra-cautious" about the film field. Indicating there is still a large market for syndicated films, Mr. Krasne said local and regional advertisers are spending several dollars for each one spent by a national sponsor.

Mr. Krasne said too many people have gone into the film business on the theory that if they can sell a pilot to a national product they will make a series but if they fail they will "junk it." He blamed both agencies and advertisers for reasoning that the only way to get national audience is on a network, even when it means sacrificing better local market exposure or co-channel competition.

He related packaging an unnamed series for an advertiser who placed the show on a network. "Each week we had to deliver 56 prints to the network," he recalled, asking if this is to be called network operation. "The sponsor didn't even get the network's owned-and-operated outlet in New York and had to pay for the time selection the network cleared." He asked if, by a little more effort, the agency or sponsor couldn't have obtained better results through local independent purchases for the same show.

Mr. Krasne claimed few high quality films have been produced for syndication the past year although the quality have been good for the budget involved. He felt producers have been shortsighted to expect a limited market and to plan backwards from there to a small budget.

Another big problem is the lack of cooperation from film distributors, Mr. Krasne charged, contending "they are not yet completely realistic as to what a producer should pay in the way of distribution fee for the marketing of his program and they are a little too inclined to operate under the policy of off with the old and on with the new." He claimed some distributors will sell a series in 50 or 60 markets and then turn their sales force over to marketing a new show in soft markets even though the producer of the first series may need sales in another 40 or 50 markets.

Some fault lies with the advertiser himself, the tv film producer said, for failing to encourage the syndication market and especially for failing to advertise a program once he has bought it. The product can't be sold until the show gets in the home, he noted.

To prove his faith in the future of syndication, Mr. Krasne reported his firm is investing $1 million in production of 39 half-hour films based on O. Henry stories titled *O. Henry Playhouse*. He said the full series is being made even though there is no immediate prospect of national advertiser or local syndication.

GENE CAGLE, vice president of Texas State Network, signs a contract in behalf of KFJZ-TV Fort Worth for the purchase of all 13 groups of Warner Bros. feature pictures—a total of 754 movies. With him is Norman C. (Buck) Long, southwestern regional manager for Associated Artists Productions Inc., distributor of the Warner Bros. films.

50% of Guild Commercials Now Produced for Color Tv

GROWING trend toward color in television commercials was revealed last week in the first annual report of Guild Films Co.'s commercial division. It showed that 50% of the 148 commercials produced by Guild were in color.

The report, submitted by Wally Gould, director of Guild's commercial division, listed 42 advertisers served by the unit during the past year. Among them were Revlon, L & M cigarettes, Wilson meat packers, Block Drugs, Bardahl oil, Old Dutch coffee and Gattuso Food Products of Canada.

"I feel the emphasis for the immediate future will be on two types of commercials," Mr. Gould commented. "One is the legal demonstration commercial that shows the honest function of the product and which conforms to the Pure Food & Drug regulations. It shows exactly how the product works, without optical tricks or camera cuts . . . The other type commercial is the one that unites live action with animation, combined with an attention-getting jingle."

Emperor Productions Formed

FORMATION of Emperor Productions at 1710 N. LaBrea, Hollywood, to produce films for tv was announced Thursday by co-owners Martin Ross and Ed H. Leftwich. Mr. Ross is part owner of Universal Recorders, Hollywood, and co-founder of National Telefilm Assoc. Mr. Leftwich, once with Young & Rubicam, New York, has been in tv and film production for 12 years.

The firm's first offering, to be shown in New York, Chicago and Detroit this week, will be a 26-week series *Kingdom of the Sea*, based on shorts run on KCOP-TV Los Angeles.

KTLA (TV) Buys Warner Films

PARAMOUNT-owned KTLA (TV) Los Angeles last week announced purchase of the initial batch of Warner Bros. movies to be released to television, according to Klaus Landsberg, manager of KTLA and vice president of Paramount Television Production Inc. The Warner Bros. feature package for tv is being distributed by Associated Artists. Paramount remains the sole holdout among Hollywood major film studios in releasing its feature backlog to tv.

Socony Mobil Oil to Sponsor Film Series in 67 Markets

SOCONY Mobil Oil Co., New York, will sponsor *The Sheriff of Cochise* tv film series in 67 markets in the Midwest, starting the first week in October, it was announced last week by Harold Goldman, vice president in charge of sales for National Telefilm Assoc., New York.

The transaction, negotiated through Compton Adv., New York, is said to represent more than $500,000 in gross billings over a 52-week period.

Coincident with the sale, NTA announced it had signed a contract with Desilu Productions, Hollywood, to produce 39 episodes of *The Sheriff of Cochise* series. NTA reported it would pay Desilu about $1,250,000 to film the series. Production is set to begin in mid-August.

In markets outside of the Socony purchase, Mr. Goldman added, *The Sheriff of Cochise* will be made available for regional or local sponsorship. He said NTA currently is negotiating with several regional advertisers for sponsorship of the series.

FILM PRODUCTION

Guild Films Co., Hollywood, filming *Captain Grief* tv series based on Jack London stories. Budget of $2 million has been allotted by firm for half-hour color films now being shot in Hawaii and other Pacific islands.

Canadian Broadcasting Corp. has announced plans for producing 39-episode, half-hour tv film series, *The Last of the Mohicans,* based on James Fenimore Cooper classics, and said to be CBC's first venture into commercial tv film production. Series will be produced by CBC in association with Normandie Productions Ltd., Toronto, and will be telecast on CBC-TV network and distributed elsewhere by Television Programs of America, New York. Production is set to begin in Canada July 23.

FILM RANDOM SHOTS

Television Programs of America, N. Y., moved to 488 Madison Ave.

H. K. Carrington, producer for Nationwide Pictures, has moved production headquarters from N. Y. to 69 Merrick Way, Coral Gables, Fla.

FILM PEOPLE

Norman Land, Ziv International Div., N. Y., appointed publicity manager for RKO Radio Pictures in Europe and Near East, headquartering in Paris.

Andre Gregory, recent Harvard U. graduate, to Transfilm, N. Y., as assistant production supervisor in tv commercial and industrial film production division.

Harry H. Birch, formerly chief cameraman at WBBM-TV Chicago, has been appointed executive vice president of Filmack Studios, Chicago tv film and theatre trailer production firm. He will head firm's live action production operation.

Walter Bien, Universal-International tv commercial staff, signed as executive in charge of tv filmed commercials department, Warner Bros. Studios, Burbank, Calif. Warner Bros. is expanding production facilities to add commercials to other program properties [B•T, July 16].

McGANNON ANSWER TO SARNOFF LETTER: NETWORK RADIO PROGRAMS INSUFFICIENT

Westinghouse president gives reasons for WBC stations disaffiliation from NBC Radio. Network also has troubles from other sources (Buffalo, Cincinnati) and announces substitutions for controversial 'Weekday' concept of daytime programming.

THE WHOLE present-day system of network radio service was challenged last week by Westinghouse Broadcasting Co. in the wake of its disaffiliation move which sent NBC searching for outlets in four markets, including three of the country's top 11 [B•T, July 16].

The challenge—most formidable yet voiced publicly—was made as NBC, in addition to launching its quest for new affiliates to replace the four WBC stations, was completing its plans for new programming to replace the controversial *Weekday* service which had left Westinghouse disgruntled in the first place.

"We have not felt and do not feel that any type of radio network programming provided today meets the requirements of radio as it now exists," WBC President Donald H. McGannon said in a letter to NBC President Robert W. Sarnoff. "Nor does it provide us, as affiliates, with the type of service necessary to enable us to meet our obligations to the listening public and our responsibilities as licensees as effectively as we can by programming these periods locally."

'Firmly Rejected'

Mr. McGannon's letter was in reply to one in which Mr. Sarnoff charged that, in dropping all NBC Radio programming, Westinghouse was "seceding" from efforts to maintain "a basic communications system." Mr. McGannon "firmly rejected" this charge. He continued:

"Our views [on the place of network radio] are based upon our firm conviction that the function of radio today, in the light of television, is far different from the function of radio prior to the advent of television. In our opinion, the radio service which is wanted by the listening public today is a local service. Radio network service must fit in with this function rather than subordinating it.

"We recognize this firm belief on your part is a legitimate difference of opinion with you and your associates. However, if we are to operate our stations in what we believe to be the public interest, we have no alternative but to take the action which we did . . .

"This does not, as you state, indicate a lack of interest in the maintenance of a national radio service. We have expressed to you our interest in such a service in many communications before. But any national service in which we are interested must be better adjusted to the function of radio today and to what we believe to be the public interest in the areas which we serve . . ."

Mr. McGannon's letter did not refer to it specifically, but Mr. Sarnoff had said that what Westinghouse wanted was "a program syndication service" from the network, "under which stations would buy programs from us for local sale." Mr. Sarnoff said that in effect "this would have meant abandonment of the present system of radio network operation." This, he said, was a course that "we were not prepared to follow . . . because we believe that the maintenance of radio networking, with all it offers in diversified entertainment, information and service on a national basis, is important to the public and to the affiliates who are concerned with their service to the public."

The Sarnoff-McGannon exchange followed by less than two weeks WBC's notification that its four NBC-affiliated radio stations would drop NBC daytime programming as of last July 16, and all NBC programming as of Aug. 26. The stations are KDKA Pittsburgh, a pioneer both in operation and in NBC affiliation; WBZ Boston and KYW Cleveland, another pair of old timers, although KYW moved from Philadelphia to Cleveland only a few months ago, and WOWO Fort Wayne, itself 31 years old. All are 50 kw operations.

KEX Portland, Ore., fifth Westinghouse radio station and also a 50 kw outlet, is affiliated with ABC. There was no reference to its future status, despite Mr. McGannon's flat statement that no type of network service today meets radio's needs. It was understood that ABC authorities had received assurances that Westinghouse was satisfied with the present KEX arrangement. WBC officials declined to comment officially, but indicated that the KEX-ABC affiliation would continue, at least for the present.

NBC authorities said late last week that they had not yet lined up substitute affiliates. But plainly they were looking. Within the four markets lost, they stood no chance of gaining 50 kw replacements. In Pittsburgh and Fort Wayne, there are no other 50 kw stations. In Cleveland there is one—WGAR, a CBS Radio affiliate. In Boston there are two — one, WHDH, is one of the nation's leading independents; the other, WNAC, is owned by RKO Teleradio Pictures, which also owns Mutual.

NBC also was still looking for an outlet in the important Buffalo, N. Y., area, where NBC owns a television station (WBUF-TV) but has been without a radio affiliate since WGR switched to ABC June 1.

Coincident with loss of the Westinghouse stations, another chink appeared in NBC's coverage. Crosley Broadcasting Corp.'s powerful WLW Cincinnati, starting today, is picking up a second hour of ABC Radio's morning programming (which ABC claims is "the highest rated morning block in radio" with a 2.5% Nielsen average audience rating for the 10-12 noon period as against 2.3 for CBS Radio, 1.4 for NBC and 1.4 for Mutual).

Goodyear Says 'No'

AN ATTEMPT to effect a major realignment of NBC-TV's fall program schedule on Tuesday and Sunday evenings fell through last week when Goodyear Tire & Rubber Co., Akron, decided not to accept NBC-TV's plan to drop the rubber firm's *Goodyear Playhouse,* which alternates in the Sunday, 9-10 p.m. period with *Alcoa Hour.*

The network had proposed that Goodyear pick up a dramatic film series on Tuesday, 8:30-9 p.m., with NBC shifting the Dinah Shore and Bob Hope shows (now set for Tuesday, 8-9 p.m.) to the alternating Sunday spot. A new Ray Bolger show is slated for the Tuesday, 8-9 p.m. slot, also at intervals. As yet, the latter program has not been sold to an advertiser. An NBC spokesman said the network proposal was devised as a move to strengthen both its Tuesday and Sunday evening lineups.

An NBC affiliate of long standing, WLW has been carrying ABC's *Breakfast Club* live at 9-10 a.m. EDT for some time. Now it is adding three ABC morning serials—*My True Story, When a Girl Marries* and *Whispering Streets.* These are carried on ABC at 10-11 a.m. EDT, but will be presented by WLW at 3:30-4:30 p.m. EDT, thus cutting into NBC's new afternoon lineup.

Mr. McGannon, meanwhile, said in a statement Thursday that "we welcome the competition of the new NBC affiliates in the four Eastern WBC communities and wish them well; the democratic arena of this competition will eventually prove which type of operation is most effective on the local level. "Behind our decision lies decades of rich experience in operating great radio stations in seven great cities and an intimate knowledge of the needs and conditions in these cities.

"Radio has changed; in making these am stations more local in every way, and at the same time developing new techniques of national service, WBC is realistically facing the challenge of modern radio. All of us at WBC, on every level from management to talent, are confident that the WBC stations in their new format will be greater than before. We know that we are moving forward in the best traditions of Westinghouse Broadcasting, which is to operate as good citizens, good businessmen and good broadcasters."

Changes At NBC

While NBC went looking for replacement affiliates, it also announced its replacement programming for the afternoon portion of *Weekday,* effective July 30. The afternoon "new look" will be spearheaded by dramatic programs and daytime serials, but with another hour's extension of the midday period in which there is no network service.

In the *Weekday* programming, there is no network service from noon to 2 p.m. EDT. Under the new plan, this period of network silence will extend to 3 p.m., when the afternoon service will kick off with a new half-hour dramatic program. Titled *Five Star Matinee,* it will feature Hollywood and Broadway star David Wayne as host and narrator with stories by such noted women authors as Adela Rogers St. Johns, Faith Baldwin, Fannie Hurst, Kathleen Norris and Edna Ferber.

The new show will be followed by two oldtimers in the serial drama field—*Hilltop House* at 3:30-3:45 p.m. and *Pepper Young's Family* at 3:45-4 p.m. In other changes in the Monday-Friday afternoon schedule, Mary Margaret McBride moves her woman's commentary from morning time into the 4:15-4:30 period and *The Fred Waring Show* shifts from 5-5:30 to 4:30-5.

The NBC afternoon lineup, Monday through Friday, now will be as follows, all shows EDT: *Five Star Playhouse* at 3-3:30 p.m.; *Hilltop House* at 3:30-3:45; *Pepper Young's Family* at 3:45-4 p.m.; *Woman in My House,* dramatic series at 4-4:15; Mary Margaret McBride at 4:15-4:30; *Fred Waring Show,* 4:30-5; musical show yet to be announced at 5-5:30; *It's New* at 5:30-5:35; *Business World* at 5:35-5:45; *Sport-O-Rama* at 5:45-55, and *Observations with Dr. George Gallup* at 5:55-6 p.m.

Like *NBC Bandstand,* the name-band musical program which will be presented live at 10-12 noon as a replacement for the morning portion of *Weekday* starting July 30 [B•T, July 2], the new afternoon segment will be sold on a participations basis, with announcements of one minute, 30 seconds, and six seconds in length.

Bert Parks is permanent M. C. of *Bandstand.* Songwriter Johnny Mercer will appear as "Mr.

How to really make friends

and influence sales . . .

for as low as 42¢ per thousand

HERE'S A GREAT MARKET

Market Data

Set Count	511,310
Families	593,200
Retail Sales	$3,361,973,000 (Sales Management)
Coverage	26 Ohio Counties, 10 Indiana Counties

WE'VE CAPTURED* THE MARKET

High Ratings

ARB, Pulse and Nielsen—an average of all three—gives WHIO-TV a rating of 9 *or better* out of the first 10 shows for February, March, April and May.

YOURS—AT A LOW, LOW COST PER THOUSAND

Low Cost per Thousand (examples)

Little Rascals (participating) with a 21.6 rating* delivers for 42c per thousand per spot. Four nights at 6 P. M.

Roy Rogers Ranch, from 5 to 6 P. M. Saturday with a 23.9 rating* delivers the full hour show for $1.69 per thousand.

National Representative, George P. Hollingbery

*All ratings are an average of Pulse, ARB and Nielsen.

CHANNEL 7 DAYTON, OHIO

whio-tv
CBS

One of America's
great area stations

Music" during the first week, which will feature live broadcasts by the orchestras of Guy Lombardo, the Dorsey Brothers, Wayne King and Freddy Martin. The half-hour segment starting at 10:30 also will be telecast by NBC-TV.

Bandstand will be aimed primarily at the housewife. William R. Goodheart Jr., NBC program executive who conceived the idea, explained that "the studies we have made indicate that housewives want good, easy-listening music" and "that's just what we're going to give them—two full hours of live big band music every morning. We'll steer clear of bands that play only rock-and-roll or be-bop. We feel that the housewife wants to sweep and dust in the morning—not jitterbug. Our concept is this simple: *NBC Bandstand* will feature entertaining music; distinctive because it's live and because it presents all big bands."

Weekday, a sore point with many affiliates since before it was launched last November, goes off the air this Friday. Patterned after NBC's weekend *Monitor*, it consists largely of diverse features of varying lengths, designed primarily as a service for housewives. It has not had *Monitor's* success in attracting advertisers, however. As against less than a dozen participation-sponsors on *Weekday* a couple of weeks ago, for instance, NBC officials point out that in its first year on the air, *Monitor* has recorded more than $4 million in billings and boosted NBC's weekend revenues by 278% over the preceding year [B•T, July 2].

Westinghouse has opposed *Weekday* from the beginning. It has not had formal affiliation contracts with NBC for some months, while officials of the two companies sought to compose their differences.

In announcing the decision to drop NBC programming, Mr. McGannon stressed the "downward trend in local time periods."

ABC researchers, whose interest stemmed from its KEX affiliation, prepared a 1956-vs.-1954 comparison of local and network ratings on Westinghouse stations, using Pulse Inc. figures for March-April of each of those years.

On KEX, this summary showed, network ratings went from 4.4 in 1954 to 5.6 in 1956, while local ratings went from 3.3 to 4.5. On KDKA, the network rating was 4.4 each year, while local went from 3.1 to 4.8. On WBZ, the network dropped from 3.9 to 3.3 and local climbed from 2.7 to 3.7. And in Cleveland, where NBC operated WTAM in 1954 prior to its swap of WTAM for Westinghouse's KYW earlier this year, network went from 4.8 in 1954 to 4.9 in 1956, while local went from 3.2 to 4.1. The summary contained no figures for WOWO because of the lack of comparable Pulse figures in Fort Wayne for those two years.

ABC-TV Affiliates Board Meets With Network Chiefs

MORE THAN 70% of ABC-TV primary affiliates sent recommendations to be discussed and acted on by the affiliates' board of governors, meeting last week in Pocono Manor, Pa. Fred S. Houwink, chairman of the affiliates and general manager of WMAL-TV Washington, described the sessions as "very, very constructive."

The board met last Tuesday to consider the affiliates' recommendations on ways their network operations and relations can be improved. The following day, the board met with ABC-TV executives, including President Robert E. Kintner, and presented some 30 ideas on possible improvements.

The network made two presentations for the board's consideration and action was taken on several proposals with others placed under further study. In addition to discussing the affiliates' problems with the board, President Kintner talked about network programming plans of the future.

Don Coyle, ABC research director, reviewed ABC-TV progress during the past year; Michael J. Foster, network vice president in charge of press information and advertising, and John Eckstein, ABC advertising director, outlined the network's publicity, promotion and advertising plans for the 1956-57 season.

Mr. Houwink said the board would hold another meeting before the end of the year to take further action on the affiliates' suggestions. Next meeting of all affiliates will be held just prior to the 1957 NARTB convention.

MEMBERS of the ABC-TV Affiliates board of governors and network officers met last week in Pocono Manor, Pa. Present were (l to r): seated, Harry LeBrun, WLWA (TV) Atlanta; Joseph Hladky, KCRG-TV Cedar Rapids, Iowa; Mrs. Don Davis; Fred Houwink, WMAL-TV Washington, chairman; Mrs. Ernest Jahncke, Joseph Herold, KBTV (TV) Denver; Willard E. Walbridge, KTRK-TV Houston; standing, Ernest L. Jahncke, ABC-TV vice president; Don Davis, KMBC-TV Kansas City; Joseph Bernard, WGR-TV Buffalo, N. Y.; Robert E. Kintner, ABC president; Robert Lemon, WTTV (TV) Bloomington, Ind.; John Eckstein, ABC advertising and promotion director; Alfred R. Beckman, ABC-TV station relations director, and Michael J. Foster, ABC vice president.

AB-PT PROFITS UP FIRST HALF OF '56

STRESSING that the ABC Broadcasting Div. has continued to show improvement, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, last week reported to stockholders that the net operating profit of the parent company for the first six months of 1956 rose to $4,202,000, equivalent to 97 cents per common share. He noted these figures compared with a net operating profit by AB-PT of $3,355,000, or 77 cents per common share for the corresponding period last year.

In addition, Mr. Goldenson said, during the first six months of this year net capital gains of $907,000, or 22 cents a common share, were realized from the sale of theatre properties and sites. Accordingly, he added, consolidated half-year earnings amounted to $5,109,000, or $1.19 per common share, as against $3,438,000, or 79 cents a share for the same period of 1955.

Mr. Goldenson listed the second quarter net operating profit at $1,632,000, or 37 cents a common share, as compared with $1,438,000, or 32 cents per common share in last year's second quarter.

During the first half of this year, Mr. Goldenson revealed, 22 theatres were sold or otherwise disposed of in line with the company program of building "the most effective operating position by retaining theatres with good earning capabilities and disposing of less economic theatre properties." He touched upon the company's electronics interest in his report, noting that Technical Operations Inc., in which AB-PT has a stock interest, recently signed a research contract with the Atomic Energy Commission in connection with the reactor safety program.

CBS Co-Founder Jacob Paley Gets Clear Title to Fortune

JACOB PALEY, co-founder of CBS and uncle of William S. Paley, board chairman of CBS Inc., won full control of his $8 million fortune last week in a ruling handed down in Los Angeles by Superior Court Judge Philip H. Richards. Mr. Paley had filed suit against the Bank of America, executor of the estate left by his wife, Mrs. Lillian Paley, 62, who died earlier this year.

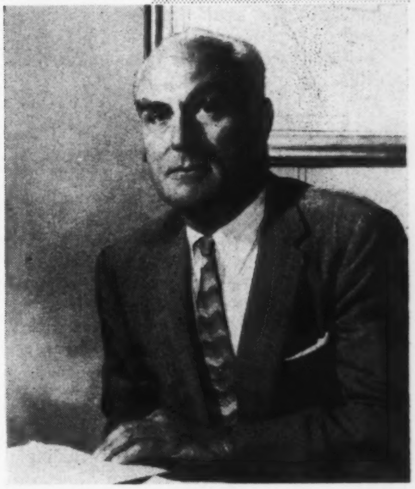
The bank, as executor, claimed half-interest in personal property standing in Mr. Paley's name on the ground that Mrs. Paley had the right to will her share of the money after the fortune was transferred to California, a community property state, from Illinois and Pennsylvania. But Judge Richards ruled that the $4 million claimed by the bank could not be considered community property since it was acquired originally in the two other states. Mrs. Paley did not name her husband in her will because she said he already had adequate financial provision. He is 68. Mrs. Paley's individual estate was appraised at more than $1.7 million.

Suit Against Networks Filed In Chicago Court by Lar Daly

EQUAL radio-tv network time or, as an alternative, $2.5 million in damages is sought by Lar (America First) Daly, aspirant for the Republican Presidential nomination, in his suit filed in Chicago District Court last Monday [B•T, July 16].

Through his attorney, Robert A. Kahn, 134 S. LaSalle St., Chicago, Mr. Daly requested a

MULTI-MEDIA MAN
COVERS THE EAST
FOR BLACKBURN-HAMILTON COMPANY


JAMES W. BLACKBURN

James W. Blackburn, partner in the Blackburn-Hamilton Co., is a ten-year veteran of the Hearst organization, where he served in advertising, sales and management capacities in Chicago and New York. He rounded out his training for the media brokerage field as equipment sales manager for Allen B. DuMont Laboratories Inc., and then served 4 years in the U. S. Navy, ending his war duty with the rank of Commander.

With a college colleague, Ray V. Hamilton, he organized the B-H company in 1946. Since that time, he has met as many pilots as he has broadcasters—travelling the nation (particularly the Eastern seaboard) in the service of broadcasting.

Home base is the Washington Building, Washington, D. C. where—with associate Jack V. Harvey—he counsels in station financing and arranges transactions between buyers and sellers.

✪ NATIONWIDE, PERSONALIZED SERVICE

BLACKBURN-HAMILTON COMPANY

- NEGOTIATIONS
- FINANCING
- APPRAISALS
- RADIO
- TELEVISION
- NEWSPAPER

B H

✪ **WASHINGTON, D. C.**
JAMES W. BLACKBURN
JACK V. HARVEY
WASHINGTON BLDG.
STERLING 3-4341-2

✪ **CHICAGO**
RAY V. HAMILTON
TRIBUNE TOWER
DELAWARE 7-2755-6

✪ **ATLANTA**
CLIFFORD B. MARSHALL
HEALEY BLDG.
JACKSON 5-1576-7

✪ **SAN FRANCISCO**
WILLIAM T. STUBBLEFIELD
W. R. TWINING
111 SUTTER ST.
EXBROOK 2-5671-2

court order compelling the four major networks to give him facilities to answer all of President Eisenhower's talks since the latter's nationwide address Feb. 29. Named as defendants were ABC and NBC-TV, CBS Radio and CBS-TV, NBC and NBC-TV and MBS.

In the event the networks failed to afford him equal time or if the issue becomes moot for lack of court action prior to the Republican National Convention, Mr. Daly asks $2.5 million. He charged in his suit the networks failed to provide time on at least two occasions because they did not deem him legally qualified.

Mr. Daly, an office-seeker for 20 years, claimed he was legally certified as a candidate by the secretaries of state of Illinois, Indiana and Montana and that his name appeared on the ballots in those states' primaries.

CBS-TV Sets Special Plan For Back-to-School Buys

HOW RIPE is early morning tv programming? According to CBS-TV, it should be easy picking for advertisers willing to penetrate the back-to-school shopping strata. The network last week announced a special plan whereby advertisers buying network participations on either or both *Good Morning With Will Rogers Jr.* (Mon.-Fri., 7-8 a.m. EDT) and *Captain Kangaroo* (Mon.-Fri., 8-9 a.m. EDT) would be provided with a heavy promotion and point-of-purchase in-store tie-ins.

Five-minute segments of *Good Morning* are priced at approximately $4,300 including time and talent, and those of *Captain Kangaroo* are pegged at $5,200, according to CBS-TV.

With an estimated 38 million school children scheduled to return to classes, providing advertisers with a $2 billion market, CBS-TV will begin devoting 10 hours a week to special back-to-school promotions on both *Good Morning* and *Capt. Kangaroo.* According to Edwin S. Friendly, general manager of CBS-TV's "Project 600" (encompassing the weekday 7-9 a.m. bloc), both shows will "embrace" an editorial and advertising context, combining regular "youth-interest" features with inventories of back-to-school items.

Roper Pre-Election Surveys To Be Used by CBS Networks

ELMO ROPER, public opinion analyst, will make available to CBS Radio and CBS-TV the results of continuing national surveys made by his organization between now and the November elections and will help CBS newsmen in evaluating the findings, Sig Mickelson, CBS vice president in charge of news and public affairs, announced last week.

Mr. Roper, of Elmo Roper & Assoc., also will appear on news and public affairs broadcasts of CBS Radio and CBS-TV to offer his analyses of public opinion trends found in his surveys, results of which will be made available to the CBS networks exclusively in the broadcast field, Mr. Mickelson said. He also will serve in an interpretative and advisory capacity to the CBS news staff at both presidential conventions next month and on election night (Nov. 6).

'Press Conference' on MBS

CORN PRODUCTS REFINING Co., N. Y., which already is sponsoring Martha Roundtree's *Press Conference* on NBC-TV, Wednesdays, 8-8:30 p.m. EDT, last week signed to sponsor an audio repeat of the program via Mutual, one hour later, starting this week. Agency for Corn Products is C. L. Miller Co., N. Y.

EQUIPMENT OF FUTURE MAY CAUSE SHIFT OF VIDEO TO UHF, SAYS MCCONNAUGHEY

FCC chairman says outlook is 'encouraging' for development of transmitting and receiving apparatus good enough to permit switch-over of many of nation's tv stations to uhf part of spectrum.

THE OUTLOOK is "encouraging" for the eventual development of uhf transmitting and receiving equipment good enough to provide a satisfactory television service and to permit shifting much of the nation's tv broadcasting to the uhf part of the spectrum. FCC Chairman George C. McConnaughey expressed this opinion Tuesday in testimony before the communications subcommittee of the Senate Commerce Committee.

But, in response to persistent questioning, the FCC chairman admitted that he could not say when this might happen, nor even for sure that it will come about. "We can't foresee it, but we can hope for it," he said. He expressed confidence that the engineers would "eventually" solve this problem as they have solved other technical problems troubling broadcasting in the past and pledged the Commission to do "everything we can" to help the manufacturers develop more efficient uhf antennas, transmitters and receivers.

"The FCC must become aggressive" and "take leadership" in getting the manufacturers organized to expedite the crash program for uhf, Mr. McConnaughey declared, noting parenthetically that this was his own idea and one that he had not yet discussed with the other members of the FCC.

Asked why, if the program is successful in developing uhf equipment on a par with that of vhf, there should then be any need for deintermixture, Mr. McConnaughey said that he is not an engineer but that his understanding is that there are certain inherent characteristics of uhf that make it highly improbable that uhf stations can, in the foreseeable future, attain coverage as extended as their vhf competitors.

"Therefore, I'm Coca-Cola Co. and I won't buy a u when I can buy the v that will give me coverage of a lot more people," he explained. He said that his conclusion is that if the difference between vhf and uhf can never be made up, vhf should be generally abandoned for broadcasting purposes. He admitted, however, that to serve some rural, sparsely populated areas, chiefly in the West, it would be necessary to continue to transmit in the vhf band.

Congressional Aid

Mr. McConnaughey said he thought the FCC would have to ask the help of Congress in expediting the program to perfect uhf. From the premise that the 12 vhf channels are not sufficient to provide a nationwide tv service, then if uhf is allowed to die out there is a very real danger of monopoly, he declared, so Congress should be concerned. Just what form this help should take is as yet uncertain, he said, adding that no request will be made until after the FCC has received all the comments on its report and order of June 25. [Deadline for comments is Oct. 1.]

The Commission might ask Congress to ban the shipment of vhf-only sets in interstate commerce, the Chairman said, immediately expressing doubt that such an act would be constitutional. Or it might ask for removal of the 10% excise tax from all-channel receivers to encourage the purchase of these sets, he said.

Sen. Thomas A. Wofford (D-S. C.), who the previous week had issued a report urging that the present allocations system be retained [B•T, July 16], asked Mr. McConnaughey whether in proposing to move telecasting to uhf the Commission had considered the interests of the public, which has made a "terrific investment" in vhf sets that will have to be replaced or converted.

Stating that the public interest had been the Commission's only concern, Chairman McConnaughey declared: "I'll not be a party to anything that will injure the public. In my view they'll get more stations, more local programs, better service all around" (from an all-uhf system). He said that when such a move is made, an interim period of five to seven years would be established, during which they could use their old receivers for the duration of their "useful life," but could buy only all-channel sets.

When Sen. Wofford asked if any attempt had been made to find out what the public thinks about uhf and whether any poll had been made, Mr. McConnaughey replied that no poll had been made but that there had been very few complaints from the public. "The public hasn't been screaming, only the uhf station operators," he said.

Crash Program Success

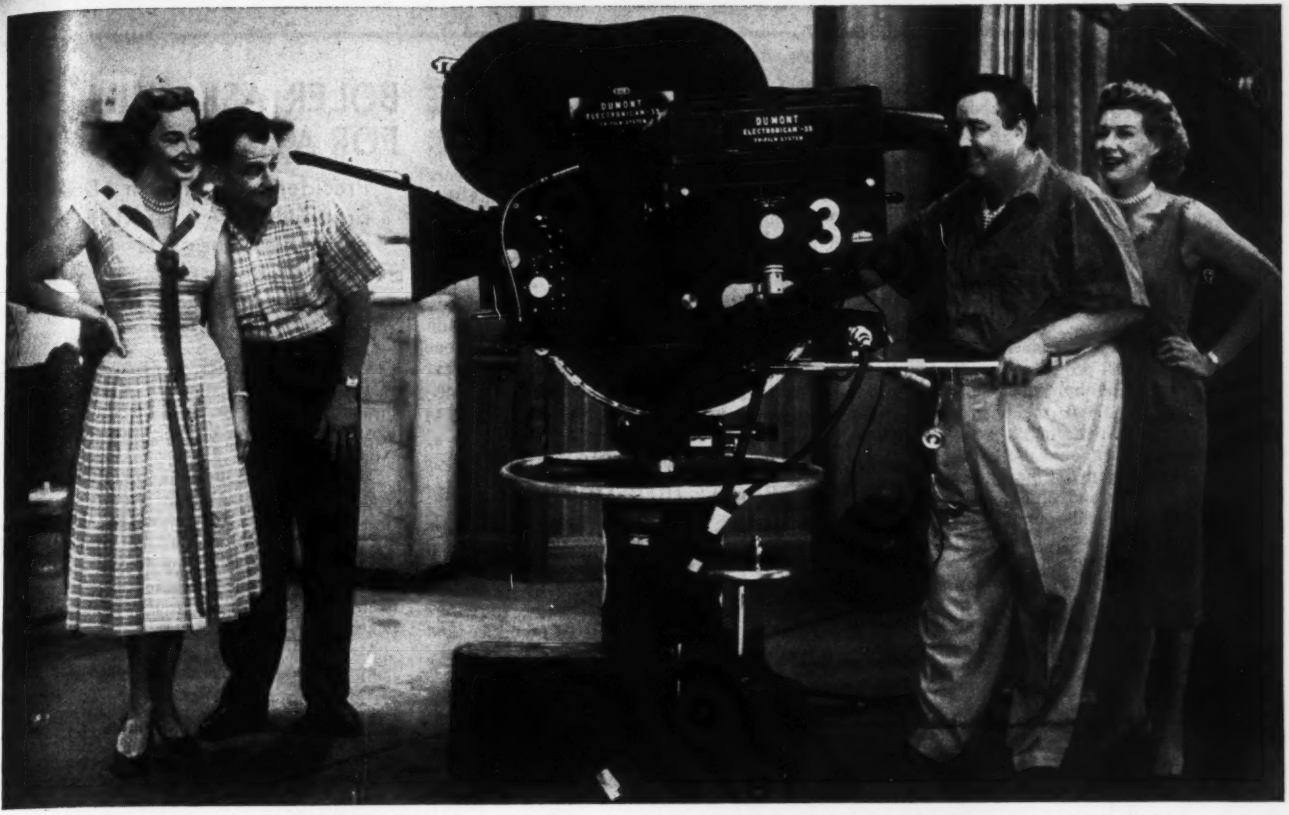
Sen. William A. Purtell (R-Conn.) complimented the Commission on facing up to as complex a problem as has yet arisen, but added, "I don't agree with all your answers." Pointing out that the FCC's interim plan to deintermix certain markets is based on the premise that the crash program will succeed, he asked what would happen if the program does not succeed. "Then, wouldn't the places you've deintermixed and given a u channel in place of a v come back and say the program didn't work and now we'd like that v you've already assigned somewhere else?"

"That's no particular problem," Chairman McConnaughey answered. "We can always assign v's someplace else. Take Hartford—it wouldn't be hard to move a v channel to Hartford" (one of the cities the Commission has already proposed to deintermix, making it all uhf by moving ch. 3 to Providence, replacing it by ch. 61).

He denied any idea of instituting a new freeze by not granting new station licenses until the crash program has been completed, but said that in markets proposed for deintermixture "we're making grants but holding up construction permits until we've decided on deintermixture." Asked if the FCC would make a grant in Hartford but withhold the construction permit, the chairman anwered, "Yes, but we'll make the decision very soon".

[The Commission did: on Wednesday it issued Hartford ch. 3 to WTIC there (see story, page 32).]

Sen. George A. Smathers (D-Fla.) asked if, when a vhf channel is eliminated in a deintermixed market, the vhf operator would be given favored treatment in the assignment of uhf stations, and was told that the Commission hasn't gotten that far yet. To his further query about places where it is found possible to drop in an additional vhf channel, if the uhf operator is given preferential treatment, Mr. McConnaughey answered that "his experience will be of substantial value to him." Wherever a vhf channel is eliminated, one or more uhf



JACKIE GLEASON'S "HONEYMOONERS" is filmed by Du Mont Electronicam System which incorporates an especially designed and adapted 35mm Mitchell movie camera. Here are Jackie Gleason and Joyce Randolph, right, peering through the camera lens at Audrey Meadows and Art Carney.

NEW ELECTRONICAM REDUCES SHOOTING TIME

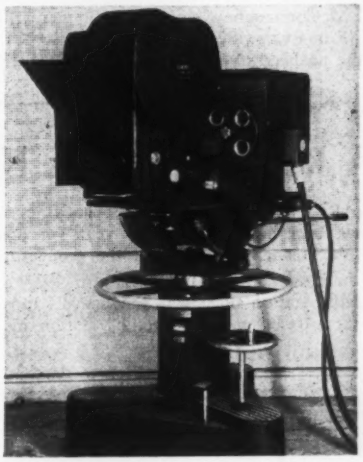
Du Mont's Video-Film System incorporates both Mitchell 35 mm film camera and TV camera

First to use a video-film system in major TV film production is Jackie Gleason's popular show "The Honeymooners." In going "live on film," Jackie Gleason makes use of the new Du Mont Electronicam System, which combines advanced TV techniques with highest quality 35mm photography.

Heart of the Electronicam System is a completely new type of unit, blending a Du Mont TV camera and a specially adapted Mitchell 35mm camera using a common lens system. It gives the producer full advantage of the best techniques of motion picture production while enjoying the time saving and broadened creative scope available in video's electronic practices. Savings in shooting time and costs are substantial.

The 35mm Mitchell cameras used as integral parts of the Electronicam System produce consistently superior black and white films, as well as color films which are unequaled for uniformity of quality. Mitchell cameras today serve not only in the television industry, but also are the predominant choice in the production of governmental, industrial, research and educational films, as well as being standard equipment for major studios throughout the world.

Complete information on Mitchell cameras is available upon request on your letterhead.



Du Mont Electronicam pick-up; Mitchell 35mm film camera on left, TV camera on right.

***85% of professional motion pictures shown in theatres throughout the world are filmed with a Mitchell**

Scene from "The Honeymooners" shows Jackie Gleason and Art Carney on set before three pick-up units of Electronicam System. Each pick-up unit has both TV camera and specially designed Mitchell film camera.

Mitchell Camera
CORPORATION

666 WEST HARVARD STREET
GLENDALE 4, CALIFORNIA

Cable Address: "MITCAMCO"

assignments will be made there, he said.

When Sen. Purtell asked about markets around a major center like New York, which are blanketed by vhf signals so the local uhf stations are having a hard time surviving, and what the FCC is doing for them, Chairman McConnaughey pointed out that broadcasting is not a public utility field, that the station owners went into business on their own, with no guarantee from either the Commission or Congress that they would be successful.

Noting that the preservation of uhf broadcasting and uhf stations seemed to be the goal of the FCC's overall program, Sen. Purtell persisted in asking what about these stations which are not being preserved, the answer was still that "we can't help them." Nor, Chairman McConnaughey said, could the FCC drop in a low power vhf station for the interim. "If you squeeze in a v here and squeeze out a u there you're going round and round," he said.

He said the FCC hoped to have all competitive hearings out of the way by the end of the year but declared that the Commission had been held up in its work because of the hundreds of hours, "and before it's done it's going to be thousands of hours," spent in appearances before Congressional committees and the preparation of evidence and exhibits for them. Sen. Smathers asked for a breakdown of the time spent in such appearances and the duplication of testimony, which might help to curtail the number of appearances and save time.

A study of intercity relays should be ready for FCC action in the fall, the chairman said, with cost studies of AT&T tariffs also to be ready by that time. He said he expects action on the request that translator service be permitted for vhf as well as uhf stations to be acted on in the next 30 to 60 days.

Sen. John O. Pastore (D-R. I.), chairman of the Senate communications subcommittee, questioned Mr. McConnaughey closely about the grant of ch. 7 in Evansville, Ind., to Evansville Tv, which the unsuccessful applicant, Henry B. Walker Jr. (WGBF Evansville and also associated with WTMV East St. Louis and WBOW Terre Haute) had told the Senate subcommittee was the first case where ownership of a radio station had disqualified a man for a tv license [B•T, May 21]. Mr. McConnaughey said that ownership of the radio stations did not disqualify Mr. Walker but that it was a factor in the decision. He agreed to prepare a written answer for the record.

The FCC chairman said that the Commission had postponed consideration of subscription television to concentrate on the allocations problem. He expressed his personal feeling that it might be a good idea to permit an experimental toll-tv station operation as a test.

Ten More Back Networks In Senate Investigation

TEN MORE broadcasters have added their endorsement of the tv networks as having been largely responsible for developing tv program service to the American public to its present high state. The testimonials came in letters sent to the Senate Commerce Committee and incorporated in the record of its tv hearings. The ten station managers also voiced unanimous agreement that the affiliation practices of the networks do not restrict the affiliated stations in carrying out their own programming policies.

Letters were signed by David M. Baltimore, vice president, WBRE-TV Wilkes-Barre, Pa; Paul R. Bartlett, president, KFRE-TV Fresno, Calif.; Les Biederman, president, WPBN-TV Traverse City, Mich.; Walter J. Damm, vice president, WTMJ-TV Milwaukee; Robert Ferguson, executive vice president, WTRF-TV Wheeling, W. Va.; Nathan Lord, vice president, WAVE Louisville, Ky.; Douglas L. Manship, president, WBRZ (TV) Baton Rouge, La.; R. J. McElroy, president, KWWL-TV Waterloo, Iowa; Harold P. See, general manager, KRON-TV San Francisco, and Harold C. Stuart, executive vice president, KVOO-TV Tulsa.

BOLER ASKS HILL FOR AT&T RATE PROBE

President of North Dakota Broadcasting calls AT&T costs excessive, suggests Commission amend rules to allow private connections in common carrier territory.

CONGRESS last week was asked to authorize "a thorough investigation" of AT&T tariffs and business practices to "give the broadcaster the necessary relief from the present excessive tariffs."

The request came in testimony by John Boler, president, North Dakota Broadcasting Co. (KXJB-TV Valley City, KBMB-TV Bismarck, KCBJ-AM-TV Minot, KSJB Jamestown, all North Dakota), appearing Wednesday before the communications subcommittee of the Senate Commerce Committee in the final day of its hearings on tv problems.

Mr. Boler recounted his experiences in attempting to secure network connections for his tv stations. For three years, he said, from the fall of 1951 through June 1954, he made "numerous inquiries of AT&T relative to television network service facilities and in most instances they did not even have the courtesy to respond." Only when he applied to the FCC for permission to construct his own microwave relay between Minneapolis and Fargo did AT&T act, he said. It offered to speed up its own construction schedule to provide the service "and then promptly notified the FCC of its offer in order to block our application for our private system." When a competitor (WDAY-TV Fargo) accepted the AT&T service, North Dakota was forced to take it, too, he said.

"Our payments to AT&T represent 18.7% of our total operating cost," Mr. Boler told the

A Radio Pioneer Is No More

RADIO ARLINGTON, one of the most famous radio stations in the world, has been hushed after 43 years of operation in Arlington County, Va., bringing to an end the pioneering era in electronics.

Commissioned by the U. S. Navy in 1913 as a progressive step in radio, the station once was the world's most powerful and also was the first to be called a "radio" station instead of a "wireless" station.

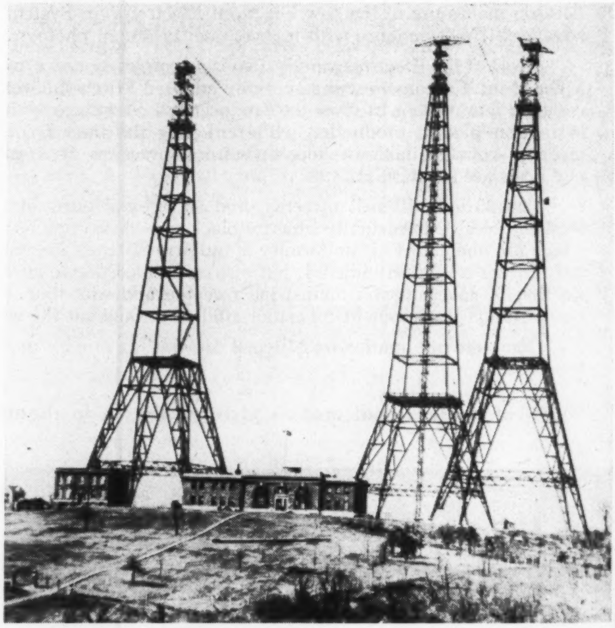
Its success was immediate and led to demands for more powerful equipment. New types of transmitters, first the rotary arc and later the vacuum tube transmitters, were developed and first installed at Arlington. The world's largest self-supporting radio tower—600 feet—was erected to gain greater distance. Throughout the remaining years of its existence, Radio Arlington continued to be a proving ground.

In addition to its achievements in the material field, Radio Arlington successfully fulfilled its operational assignments. Messages were delivered to operating unts at sea and distant shore stations. Time signals and weather forecasts were broadcast. Radio telephone circuits were pioneered. Its volume of traffic through 1918 exceeded that of any other radio station.

In 1941, the dense air pattern of the Washington, D. C. area required the dismantling of Radio Arlington's towers. From that time until deactivation, it served primarily as a radio link station between the components of the Naval Communication Station at Washington.

Gratitude of the nation's broadcasters for services of the station was expressed in an NARTB Board resolution presented to Capt. E. W. Taylor, USN, commanding officer of the Naval Communication Service, Washington. The resolution was adopted at the board's June meeting. It cited the time signals, weather reports and messages to ships and stations transmitted all over the world for 43 years.

Public and military ceremonies honoring the historic station were held July 14 at the original site of the station.



The original installation before the towers were dismantled.

Senate subcommittee. "Our gross sales for 1955 for KXJB-TV were $523,000 and we paid AT&T $124,000. We suffered a loss for the same period of over $130,000. If we had been authorized to install our own microwave system, our operating costs to date could have been reduced approximately $100,000 and our loss reduced to the amount normally experienced by any new television operation."

Maintaining that its own service would be more efficient as well as more economical than that provided by AT&T, Mr. Boler argued that privately owned relays could supplement AT&T's present service to three-fourths of the nation's population to reach many people not now served.

"The Commission rules should be amended to give the FCC discretion to grant applications for private television intercity relay stations or off-the-air pick up notwithstanding the fact that the common carrier facilities may be available," Mr. Boler stated.

Reporting that in 12 months "we received from the networks $70,000 and were billed $124,000 by AT&T," Mr. Boler told the committee that "we cannot exist if our payments to AT&T continue to be 18% to 20% of our total operating cost."

"If you will give George McConnaughey, FCC chairman, a sufficient appropriation to allow him to hire a staff of experts, including accountants, engineers and economists, who will make a thorough investigation of AT&T tariffs and its business practices," Mr. Boler concluded, "it is my firm belief that the FCC will give the broadcaster the necessary relief from the present exorbitant tariffs."

Testifying the day before Mr. Boler, FCC Chairman McConnaughey had told the Senate subcommittee that the question of intercity relays and AT&T tariffs should be ready for FCC consideration in the fall.

Supporting the proposal of Sen. John W. Bricker (R-Ohio) that the FCC should license networks as well as stations, Elizabeth A. Smart, legislative representative of the National Women's Christian Temperance Union, on Wednesday filed with the subcommittee a statement that to obtain network programs stations are forced to accept programs and ads "obnoxious" to them and their audiences. In addition to FCC regulation of the networks, Mrs. Smart also urged "program control subject to federal regulation."

NBC's Notice on Program 'Surprise,' Says Firestone

NBC's notice in 1954 to Firestone Tire & Rubber Co. that its veteran simulcast *Voice of Firestone* was no longer satisfactory program material for a Monday evening period on NBC-TV came as much of a surprise to Firestone as to anyone else, Harvey S. Firestone Jr., board chairman, has reported in a letter to Senate Commerce Committee Chairman Warren G. Magnuson (D-Wash.).

In 1951, Mr. Firestone wrote, his company had asked NBC for suggestions for improving its broadcast programs and had been assured that the best policy was to continue *Voice of Firestone*. In December 1953, NBC lauded the program on its 25th anniversary. But by the following spring things had changed and Firestone was given its choice of becoming a sponsor of the projected *Sid Caesar Show* on Monday evening or accepting another time period for *Voice of Firestone* with the times offered being in station rather than network time, so that Firestone would have to do the clearing with each station. Instead, the company moved its radio-tv program to ABC.

$14 MILLION IN SALES APPROVED BY FCC

Continues from page 33

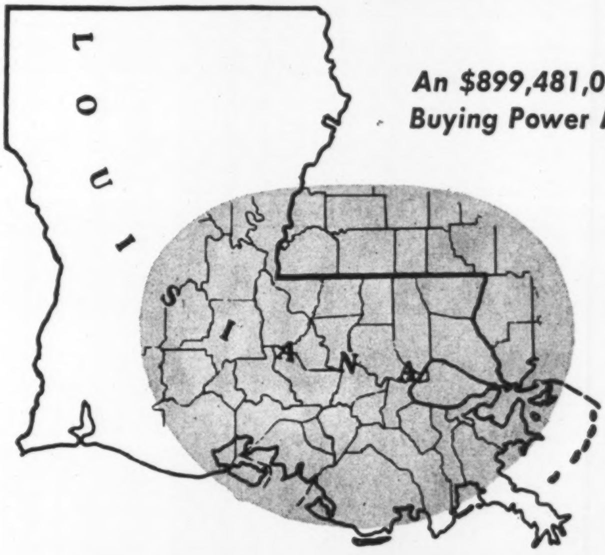
ated KCOB operates on 1400 kc with 100 w.

WDBQ-AM-FM Dubuque, Iowa—Transfer of control to John J. and Thomas B. Roshek, present minority stockholders. The Roshak brothers have bought 330 shares from President Charles T. Landon and will now hold 50%. Purchase price was $57,750. WDBQ, affiliated with ABC and MBS, operates on 1490 kc with 250 w.

WNAW North Adams, Mass.—Sold by Cecil F. Clifton to Berkshire Broadcasting Co. for $15,000. Berkshire principals are John T. Parsons (49%), former manager of WHYN-TV Springfield, Mass.; WBRK-WMKT (TV) Pittsfield, Mass., and James W. Miller (49%), stockholder in WESO Southbridge, Mass., and permittee of a new am in Orange, Mass. WNAW operates independently on 860 kw with 250 w.

WALM Albion, Mich.—Relinquishment of negative control by J. C. Bedient and James M. Moss through sale of stock to Theodore Van Dellen, Cecil Runyan, Herschel C. Fox, Jon Ramsey and Louis Legg for $10,556. Independent WALM operates on 1260 kc with 500 w daytime.

WEGA Newton, Miss.—Sold by E. Glenn Abercrombie to Newton Broadcasting Co. for $17,000. Newton principals are E. O. Roden (40%), interests in WBIP Boonville, WTUP Tupelo, WAZF Yazoo City, WSUH Oxford,



An $899,481,000 Buying Power Market!

MORE AUDIENCE

than any other TV station in the rich heart of Louisiana

FROM 5:00 P. M. to SIGN OFF
(Monday thru Friday)

WBRZ *rated highest in 125 quarter hours out of 149.*

FROM 12 NOON to 3:30 P. M.
(Monday thru Friday)

WBRZ *rating Tops All Others Combined!*

- from a study by American Research Bureau, Inc., encompassing 31 counties and parishes in Louisiana and Mississippi.

WBRZ Channel 2

BATON ROUGE, LOUISIANA

Power: 100,000 watts Tower: 1001 ft.

NBC-ABC

Represented by Hollingbery

and WMPA Aberdeen, all Miss.; James E. Reese (20%), interest in WMPA; W. I. Dove (10%), interests in WTUP, WZAF and WSUH; Bruce Roden (10%), and Bruce H. Gresham (10%), general manager of WAZF and WCLD Cleveland, Miss. Independent WEGA operates on 1410 kc with 500 w daytime.

WGBB Freeport, N. Y.—Sold by Oscar J. Nollet, Moses Hornstein, Norman F. Penny, Augustus B. Weller and Sidney Friedman to Huntington-Montauk Broadcasting Co. for $100,000. Huntington-Montauk is licensee of WGSM Huntington, N. Y. Application for construction permit to move WGSM to Deer Park, N. Y., is now pending at FCC. WGBB operates independently on 1240 kc with 100 w.

WMYN Mayodan, N. C.—Sold by G. E. McDaniel to Mayo Broadcasting Corp. for $500. Mayo operated WFMB-FM Mayodan from 1949 to 1954. WMYN held grant for 1420 kc with 500 w daytime.

WERI Westerly, R. I.—Transfer of control from William F. Malo Sr. and William F. Malo Jr. to Edwin Estabrook Jr. for $69,000. Mr. Estabrook is a former NBC-TV producer. WERI is independent on 1230 kc with 250 w.

WBAW Barnwell, S. C.—Sold by Blue Ridge Broadcasting Co. to Radio WBAW Inc. for $45,000. Principals are J. A. Gallimore (30%), Virginia F. Gallimore (30%) and Joseph B. Wilder (40%). WBAW operates independently on 740 kc with 250 w daytime. Mr. Gallimore also owns WSNW-AM-FM Seneca, WSSC Sumter, S. C., and WLFA Lafayette, Ga.

WPFD Darlington, S. C.—Sold by Blue Ridge Broadcasting Co. to Central Broadcasting Co. for $37,500. Central owns WCGC Belmont, N. C. WPFD is an independent on 1350 kc using 500 w daytime.

WDXB Chattanooga, Tenn.—Sold by WDXB Inc. to French Inc. for $100,000. French principals are Carlin S. French (90%), 22% owner of H-R Representatives Inc., 33.3% owner of WATO Oak Ridge, Tenn., and 10% owner of WLAF Lafollette, Tenn., and Stephen C. French (10%), manager of WNOE New Orleans. WDXB is independent on 1490 kc with 250 w.

WMES Union City, Tenn.—Sold by Fenner Heathcock to Joe H. Harpole and William H. Parks, equal partners, for $536. WMES holds permit for 1580 kc with 250 w day.

WCDT Winchester, Tenn.—Sold by Franklin County Broadcasting Co. to Franklin County Radio and Broadcasting Co. Ernest F. Richards withdrew his interest. Principals now are William F. Yarbrough (33.3%), F. V. Frassrand (33.3%) and Harry W. Sullivan (33.3%). MBS-affiliated WCDT is on 1340 kc with 250 w.

KSWA Graham, Tex.—Sold by Clay E. Thompson Jr. and Harland V. Newsom to equal partners J. Earl Webb and his brother Gilbert T. Webb for $30,000. The Webbs have an application filed at the FCC seeking a new am at San Saba, Tex. KSWA operates independently on 1330 kc with 500 w daytime.

KEYE Perryton, Tex.—Transfer of 32% from Francis B. Sumpter to Virby Conley for $20,000. MBS-affiliated KEYE operates on 1400 kc with 250 w.

WKTF Warrenton, Va.—Assignment of cp to WKTF Inc. Station is being assigned by Oliver M. and Martha Rountree Presbrey as partners of Old Dominion Broadcasting Co. in consideration of issuance to them of 20 shares each of common voting stock of WKTF Inc., together with an agreement of Northern Va. Broadcasters Inc., which will hold 50% interest, that it will loan up to $15,000 to WKTF Inc. for construction and operation of station. Northern Va. Broadcasters own WARL-AM-FM Arlington, Va.

KAPA Raymond, Wash.—Sold by Pacific Broadcasting Corp. to Willapa Bcstg. Co. for $25,000. Willapa principals are equal owners Robert E. Claunch, J. W. Reavley and R. W. Regan. KAPA operates independently on 1340 kc with 250 w.

KTEL Walla Walla, Wash.—Acquisition of control by Jack Keating through purchase of 60% from Harold C. and Estelie F. Singleton for $53,000. Mr. Keating will be sole owner. KTEL operates on 1490 kc with 250 w and is affiliated with ABC.

WPLY Plymouth, Wis.—Sold by Eastern Wisconsin Broadcasting Co. to WPLY Inc. for $44,000. WPLY Inc. principals are Milton Maltz (40%), employe at WKHM Jackson, Mich.; Robert Wright (47.5%), employe at WKHM, and Samuel Rieder (5%), also an employe at WKHM. Independent WPLY operates on 1420 kc with 500 w daytime.

Two Stay Bids Denied

TWO tv stay requests were turned down last week by the FCC, one involving a final grant, the other a hearing case. The Commission refused the request of Tri-Cities Tv Corp. to stay the construction of ch. 5 Bristol, Va.-Tenn., which was awarded to WCYB Bristol last April [B•T, April 16].

The FCC also refused to stay action in the Port Arthur, Tex., ch. 4 case, which is still in hearing and involves Port Arthur College, Smith Radio Co. and Jefferson Amusement Co. Stay requests were filed by ch. 15 WPFA-TV Pensacola, Fla., and ch. 25 KTAG-TV Lake Charles, La.

Uhf CP's Extended

THREE-MONTH extension of all outstanding uhf tv construction permits was announced by the FCC last week. This gives all uhf permittees until Oct. 16 to commence construction. The FCC said it granted the extension to give those permittees who are delaying construction because of the uncertainties of uhf an opportunity to re-evaluate their plans in light of the FCC's allocation proposals [B•T, July 2].

EXTRA Radio News EXTRA

VOL.3 NO.1 JULY '56 OMAHA, NEBR.

KFAB NAMES NEW MANAGER

LYELL BREMSER
ELEVATED TO POST

Lyell Bremser, of the KFAB staff for 17 years has been appointed General Manager of the station. Bremser started his announcing career while attending the University of Nebraska. He later specialized in news and special events and developed into the midwest's best known and best liked sports broadcaster. Much of his popularity resulted from his colorful, accurate play by play coverage of Nebraska Cornhusker Football Games which he has done continuously for over 13 years.

Lyell was appointed Program Director for KFAB six years ago. He is a native of the Midwest Empire . . . born in Dow City, Iowa, married and the father of four children.

Bremser's programming know-how will be reflected in an even greater KFAB. Advertisers can look forward to continued high level results from radio dollars . . . and the listener can expect the best in all around service and entertainment.

Peters, Griffin, Woodward can tell you the full KFAB story . . . or contact Lyell Bremser today.

THE MIDWEST-EMPIRE STATION
KFAB
50,000 WATTS
OMAHA NBC RADIO
SO.DAK.
MINN.
NEBRASKA
IOWA
COLO.
KANSAS

FCC FINALIZES THREE CHANNEL SHIFTS

Educational reservation in Texas changed from v to u. Commission also denies one other shift, proposes many others in pre-recess flurry.

THE FCC issued three final decisions involving channel shifts, denied one, and proposed a group of others in various sections of the country in a rash of rule-making activity prior to the August recess.

At the same time, WISC-TV Madison, Wis. (ch. 3) petitioned the FCC last week to reconsider and withdraw its proposed notice of rule-making seeking to deintermix that Wisconsin city.

The Morgan Murphy-controlled station declared that the Commission's proposals were unlawful, arbitrary and capricious. The Commission proposes to change the educational reservation in Madison from ch. 21 to ch. 3 [B•T, July 2].

The proposed move is solely for the protection of existing uhf stations, WISC-TV said, and is contrary to the principle of free competition inherent in the Communications Act. It also claimed that there are no general criteria for deintermixture and therefore Madison is being singled out on a discriminatory basis. It is the only city, WISC-TV said, where the FCC proposes to terminate an existing vhf service. It also stated that there is no need to protect uhf in Madison since there are three such stations, which have been operating successfully for three years, and the market is 99% converted. Madison stations, in addition to WISC-TV, are ch. 27 WKOW-TV, ch. 33 WMTV (TV) and educational ch. 21 WHA-TV. WISC-TV began operating last month.

WNAO-TV Raleigh, N. C. (ch. 28), asked the FCC last week to place an interdict on construction in its June 29 grant awarding ch. 5 Raleigh to WRAL there [B•T, July 2]. The uhf station claimed that it has pending a petition for channel changes which proposes to switch ch. 5 from Raleigh to Rocky Mt., and ch. 50 from Rocky Mt. to Raleigh.

Since the FCC conditioned its vhf grants in Peoria, Ill., and Springfield, Ill., on the resolution of proposed deintermixture rule-making in those two cities, WNAO-TV asked that the same stop order be included in the Raleigh ch. 5 grant.

When the Commission issued its final decision in the Peoria ch. 8 and Springfield ch. 2, cases, it forbade construction until the outcome of the pending deintermixture proposals.

Strong opposition to the FCC's proposal to move Hartford, Conn., ch. 3 to Providence, R. I. [B•T, July 2], was voiced last week by Connecticut Democrats at their State Convention (July 6 and 7). The convention unanimously passed a resolution urging the FCC to leave the vhf channel in Hartford and is forwarding the resolution to the Commission.

The FCC finalized three channel reassignments last week. It—

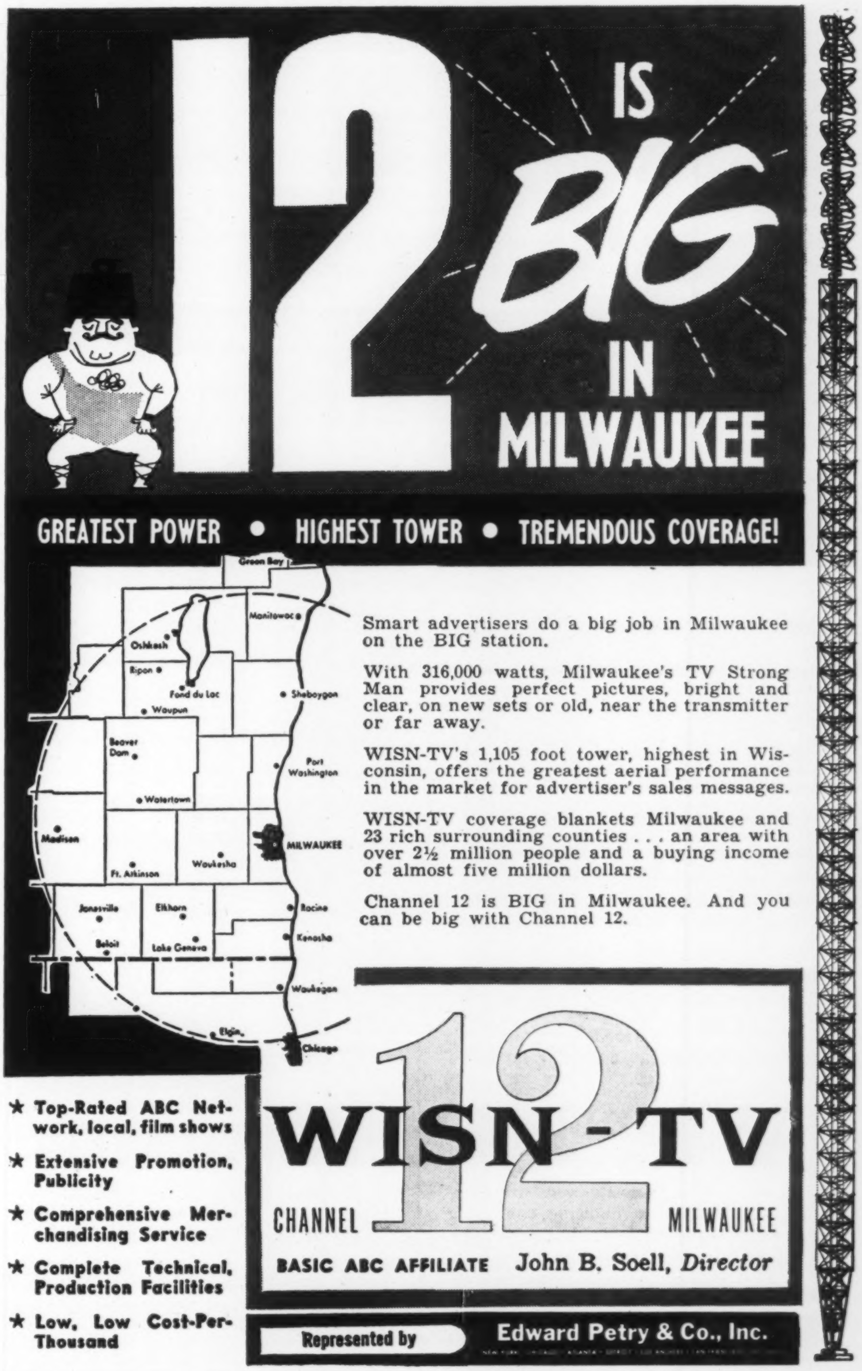
- Shifted ch. 21 from Huntington, Ind., to Fort Wayne, Ind.
- Assigned ch. 61 to Moses Lake, Wash., at the same time denying a petition to assign ch. 8 to Moses Lake, removing same from Walla Walla, Wash., and assigning ch. 11 to the latter city (requested by KSEM Inc., Moses Lake); denying a counter-proposal (by ch. 43 KBAS-TV Ephrata, Wash.) asking various changes aimed at deintermixing the vhf and uhf assignments in that area.
- In the first instance where a vhf reservation has been replaced by a uhf channel, the FCC shifted the educational reservation in College Station, Tex., from v to u. Reserved ch. 3 at College Station was removed from educational use and assigned to Bryan-College Station as a commercial channel. Ch. 48 replaces ch. 3 as the educational reservation at College Station.

Denied was:

Fairfield, N. Y.—Denied petition to assign ch. 2 as a "drop-in" in Fairfield. As Fairfield is only 18 miles northeast of Utica-Rome, N. Y. (chs. 13, 54, 25*), 45 miles from Hagaman, N. Y. (ch. 29) and 60 miles from Albany (chs. 23, 35, 41, 17*), FCC said it felt addition of a second vhf in an area conducive to the growth of uhf would "tend to inhibit such growth." Drop-in was requested by Mohawk Valley Tv Inc.

Proposed rule-making was issued in the following:

Bakersfield-Fresno, Calif.—Add ch. 17 or chs. 17 and 39 to Bakersfield (Bakersfield is presently assigned chs. 10 and 29—operating KERO-TV, ch. 10, and KBAK-TV, ch. 29). KFRE-TV Fresno (ch. 12) proposed the additional Bakersfield channels, saying it would apply for a station there if FCC made the assignments. KBAK-TV and KERO-TV opposed the KFRE-TV proposal suggesting in the alternative the



Smart advertisers do a big job in Milwaukee on the BIG station.

With 316,000 watts, Milwaukee's TV Strong Man provides perfect pictures, bright and clear, on new sets or old, near the transmitter or far away.

WISN-TV's 1,105 foot tower, highest in Wisconsin, offers the greatest aerial performance in the market for advertiser's sales messages.

WISN-TV coverage blankets Milwaukee and 23 rich surrounding counties . . . an area with over 2½ million people and a buying income of almost five million dollars.

Channel 12 is BIG in Milwaukee. And you can be big with Channel 12.

★ Top-Rated ABC Network, local, film shows

★ Extensive Promotion, Publicity

★ Comprehensive Merchandising Service

★ Complete Technical, Production Facilities

★ Low, Low Cost-Per-Thousand

WISN-TV

CHANNEL 12 MILWAUKEE

BASIC ABC AFFILIATE John B. Soell, *Director*

Represented by Edward Petry & Co., Inc.

reassignment of ch. 12 from Fresno to Bakersfield. FCC directed that comments on removal of Fresno ch. 12 should be filed under the overall rule-making proceedings (Docket 11759). Comments are due by Aug. 15.

Bishop, Calif.—Assign either ch. 9 or ch. 23 to Bishop. Comments are due by Aug. 15.

Harrisburg, Ill.-Bowling Green, Ky.—Denied petition of ch. 22 WSIL-TV Harrisburg to delete ch. 13 from Bowling Green and substitute same for ch. 22 in Harrisburg. FCC noted that since the petition was filed, two applications have been filed for Bowling Green's ch. 13 (George A. Brown Jr., Sarkes Tarzian Inc.) indicating a need for the facility.

Fort Wayne-Angola, Ill. — Remove ch. 15 from Angola and assign it to Fort Wayne; substitute ch. 77 at Angola. Deadline for comments, Aug. 22. Seeking change is WINT (TV) Waterloo, Ind., which utilizes ch. 15 now assigned to Angola.

Evansville, Ind.-Owensboro, Ky.—Shift ch. 62 from Evansville to Owensboro and shift ch. 14 from Owensboro to Evansville. Shifts would change Festus, Mo., from ch. 14 to ch. 25, and Shelbyville, Tenn., from ch. 62 to ch. 56. Comments due Sept. 10. Shifts requested by ch. 62 WFIE (TV) Evansville.

Glendive, Mont.—Add ch. 5 to Glendive. Glendive is presently assigned ch. 18. Comments are due by Aug. 15.

Kalispell-Missoula, Mont.—Assign ch. 8 to Missoula, substituting ch. 9 for ch. 8 at Kalispell, and substitute ch. 23 for ch. 9 in Sandpoint, Idaho. Comments due Aug. 22. KGEZ Inc. received an FCC grant last week for ch. 8 at Kalispell (see story, this page). KBTK Missoula requests removal of ch. 8 to Missoula.

Lincoln, Neb.—Reserve ch. 12 instead of 18 for educational use in Lincoln. Request came from U. of Neb., now operating commercially on ch. 12 (KUON-TV) and desirous of operating as a noncommercial station. Comments are due by Aug. 15.

Mt. Airy, N. C.—Denied request of Paul Johnson, that city, to assign ch. 8 instead of ch. 55 at Mt. Airy because it fails to meet the 190-mile minimum separation requirement for co-channel stations (ch. 8 at Mt. Airy would be only 140 miles from ch. 8 WCHS-TV Charleston, W. Va., and 165 miles from ch. 8 WBTW [TV] Florence, S. C.).

Winston-Salem, N. C.—Denied request of ch. 26 WTOB-TV Winston-Salem to assign ch. 8 to that city because it fails to meet the 190-mile minimum separation requirement for co-channel stations. (Ch. 8 in Winston-Salem would be only 179 miles from ch. 8 WCHS-TV Charleston, W. Va., and 129 miles from ch. 8 WBTW [TV] Florence, S. C.).

Prineville-Coos Bay, Ore.—Comments due by Aug. 22 on two conflicting proposals to: (1) assign ch. 11 to Prineville (sought by Grizzly Tv Inc.), and (2) assign ch. 11 to Coos Bay, deleting same from Yreka, Calif., and giving latter ch. 19. instead (Pacific Tv Inc.).

Shinglehouse, Pa.—Enlarged proceeding on proposal by WGR-TV (ch. 2) Buffalo, N. Y., to add ch. 26 to Shinglehouse, add ch. 37 to Clymer, N. Y., and substitute ch. 62 for ch. 37 in Meadville, Pa. Comments were asked by Aug. 22, to include the following conflicting proposals: add ch. 26 to Williamsport (filed by WLYC Williamsport); switch ch. 21 from Lancaster to York and ch. 49 from York to Lancaster (asked by ch. 49 WNOW-TV York); switch ch. 21 from Lancaster to Harrisburg, switch ch. 71 from Harrisburg to Lancaster and substitute ch. 26 for ch. 36 in Williamsport (WTPA [TV], ch. 71, Harrisburg), and switch ch. 21 from Lancaster to York and ch. 43 from York to Lancaster (WSBA-TV, ch. 43, York).

First to Comment

FIRST comment on the FCC's allocations report, relating to the possible move of all tv to the uhf band, was filed last week. Robert E. Brooking, Burbank, Calif., communications engineer, favored shifting tv to uhf and adding vhf chanels (60-88 and 174-216 mc) to the land mobile spectrum.

Reliance-Pierre, S. D.—Assign ch. 6 to Reliance, removing that channel from Pierre, which presently is assigned, in addition to ch. 6, chs. 10 and 22 (educational). Comments are due by Aug. 15.

Lexington-St. Joseph, Tenn.—Shift Lexington, educational ch. 11 to St. Joseph for commercial use, replacing Lexington channel with educational ch. 49. Comments are due by Aug. 15.

Lubbock, Tex.—Change Lubbock educational reservation from ch. 20 to ch. 5. (Ch. 5 is allocated to Lubbock and no application has been filed for that channel.) Comments due Aug. 15.

Nacogdoches-Tyler, Tex.-Lake Charles, La.—Assign ch. 19 to Nacogdoches by deleting it from Tyler and Lake Charles, and substitute ch. 61 in Tyler and educational ch. 66 in Lake Charles. Requested by Lee Scarborough of Nacogdoches. Comments due Aug. 22.

Nadine, N. M.—Monahans, Tex.—Comments requested by Aug. 22 on proposal to assign ch. 9 to Nadine, deleting same from Monahans and substituting ch. 35 there. Video Independent Theatres Inc. (ch. 2 KVIT [TV] Santa Fe) seeks the change.

Wenatchee, Wash.—Denied petition to assign ch. 12 to Wenatchee because assignment would necessitate co-channel spacing shorter than minimum requirements. Petition was filed by KPQ Wenatchee.

Request for changes filed were:

Tampa-St. Petersburg-Fort Pierce, Fla.—WTVI (TV) Fort Pierce, requests removal of educational ch. 3 at Tampa-St. Petersburg, allocating same to Fort Pierce for commercial use.

Louisville, Ky.—the mayor of Louisville, Andrew Broaddus, asks approval of the proposal to assign ch. 7 to Louisville. Kentucky Governor A. B. (Happy) Chandler and Sen. Robert Humphreys (D-Ky.) proposed the allocation a fortnight ago [AT DEADLINE, July 16]

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 8

Miami, Fla., ch. 10; Seattle, Wash., ch. 7; Jacksonville, Fla., ch. 12; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; St. Louis, Mo., ch. 11; Charlotte, N. C., ch. 9; Orlando, Fla., ch. 9.

AWAITING ORAL ARGUMENT: 8

Boston, Mass., ch. 5; McKeesport, Pa. (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13; San Francisco-Oakland, Calif., ch. 2; Lead-Deadwood, S. D., ch. 5; Pittsburgh, Pa., ch. 11; Coos Bay, Ore., ch. 16.

AWAITING INITIAL DECISION: 3

Hatfield, Ind., (Owensboro, Ky.), ch. 9; Toledo, Ohio, ch. 11; Onondaga-Parma, Mich., ch. 10.

IN HEARING: 3

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3.

Knoxville, Tenn.—WTVK (TV) Knoxville, Tenn., asked allocation of ch. 7 to that city.

Transmitter-to-Transmitter Tv Separations Approved

FCC last week officially amended its mileage separation rules for tv allocations to make the separations apply transmitter-to-transmitter,

The Commission amended Sec. 3.611 (a) of its tv broadcast rules to make this change. The revision is effective August 27.

Up to now the FCC required that co-channel and adjacent channel stations must be measured according to the coordinates in U. S. Department of Commerce's "Airline Distances between Cities in the U. S." or post office-to-post office (or transmitter site if one was in existence in one of the cities involved).

The change was made in conformance with the policy decision made in the FCC's allocations report last month [B•T, July 2]. Comr. John C. Doerfer dissented.

The Commission also turned down a proposal issued last May suggesting that there be a five-mile "cushion" in measuring separations. The transmitter-to-transmitter measurements, it said, were a sufficient relaxation of the assignment spacing requirements.

Vhf co-channel assignments in Zone I are limited to 170 miles, in Zone II to 190 miles and in Zone III to 220 miles. Uhf separations are 155 miles, 175 and 205 miles for their respective zones. Vhf adjacent channel assignments are limited to 60 miles; uhf to 55 miles.

Four New Tv Grants Issued by Commission

THE FCC issued four new tv grants last week. Construction permits awarded were:

Kalispell, Mont.—KGEZ Inc., for ch. 8 with 8.52 kw power, antenna 220 ft., conditioned on possible substitution of ch. 9 at Kalispell. The Commission proposed to make these moves last week (see rule-making story, this page).

Baton Rouge, La.—Bayou Broadcasting Corp. for ch. 40 with 151 kw, antenna 490 ft. Bayou is owned by Henry B. Clay (KWKH Shreveport, La.), Gilmore N. Nunn (WLAP-AM-FM-TV Lexington, Ky.) and Frank M. Smith (WROW-WCDA [TV] Albany, N. Y.).

Williston, N. D.—Meyer Broadcasting Co. for ch. 8, with 93.3 kw, antenna 1,060 ft. Meyer owns KFYR-TV Bismarck and KMOT (TV) Minot, both N. D.

Oxford, Ohio—Miami U., for reserved ch. 14, with 724 watts, antenna 150 ft.

Phoenix Daytimer Among Nine New Ams Authorized

CONSTRUCTION permits for nine new am stations were awarded by the FCC last week. Grants went to:

Phoeniz, Ariz.—BamRay Broadcasting Co., 1280 kc, 1 kw daytime. Principals are equal partners A. V. Bamford, production-promotion firm owner, and Ray Odom, employe at KRUX Glendale, Ariz. Grant is conditioned that permittee accept any interference that may be received in event of a grant to ABC Service Co. for a new am in Casa Grande, Ariz., for operation on 1260 kc, 1 kw daytime.

Madison, Fla.—Norman O. Protsman, 1230 kc, 250 w specified hours. Mr. Protsman owns WNER Live Oak, Fla.

Palatka, Fla.—Raymac Inc., 800 kc, 1 kw

The Special Hospitality...

The special hospitality of the South is a distinctive hallmark, enduring from generation to generation. Warm welcome for friend or stranger alike begins with earliest Southern history.

Today, this distinguishing characteristic finds its reward in more tangible ways as the enthusiastic welcome and special consideration of our Southern communities attract increasing numbers of industries.

Richmond's newest television station, WRVA-TV, also combines traditions of the past with today's progress. For well over a quarter-century WRVA Radio—forebear of WRVA-TV—has been winning thousands of Richmond listeners through excellence of entertainment, strong civic cooperation and experienced, competent management.

These same qualities are handed along to WRVA-TV—equally pledged to the service of Richmond and its environs. To the television families of Richmond, these traditions are a powerful catalyst. They mean that WRVA-TV belongs to Richmond as no other television station ever has—or can.

Represented nationally by Harrington, Righter and Parsons, Inc.

WRVA-TV

Richmond, Va.
CBS Basic *Channel* 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager daytime. Sole owner Carmen Macri is majority stockholder of WQIK, WOBS-TV Jacksonville and holds interest in WABR Winter Park, Fla., and WMIE Miami.

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All networks and their owned and managed stations had total revenues of $374 million and income (before taxes) of $68 million, these figures showed. NBC ranked first with $15 million and CBS followed with $153 million in revenues, and CBS led NBC in income with $34 million to $30 million.

Since the committee specified that these two networks took in 41.99% of the total tv revenue, it can be determined that the grand total of tv revenues for all networks and stations reached nearly $745 million in 1955. This compares with $593 million in 1954 and $432.7 million in 1953.

Using the committee's figure that CBS and NBC income was 43.3% of all tv income, the grand total for tv income for all networks and all stations can be estimated at $150 million. This compares with $90.3 million in 1954 and $68.0 million in 1953.

Ranking station was WCBS-TV New York, which had more than $9 million income in 1955 (before taxes). WRCA-TV New York followed with more than $7 million in income.

NETWORK BREAKDOWN

1955
Network Time Sales and Payments
(in millions)

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* * *

TOTAL TIME SALES $572.4

Four networks and 437 Stations (after commissions)

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Income (before taxes)
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December 31, 1955

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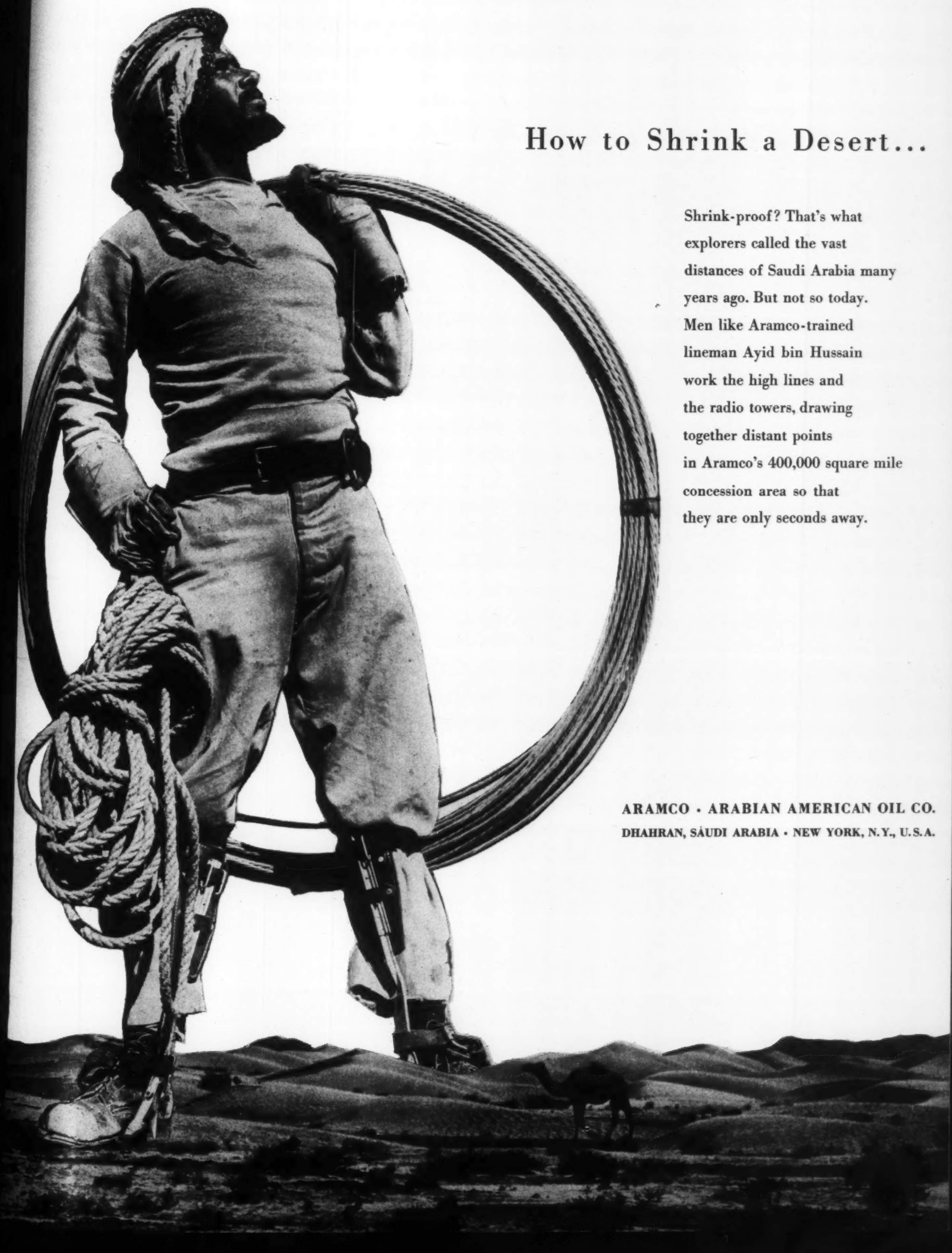


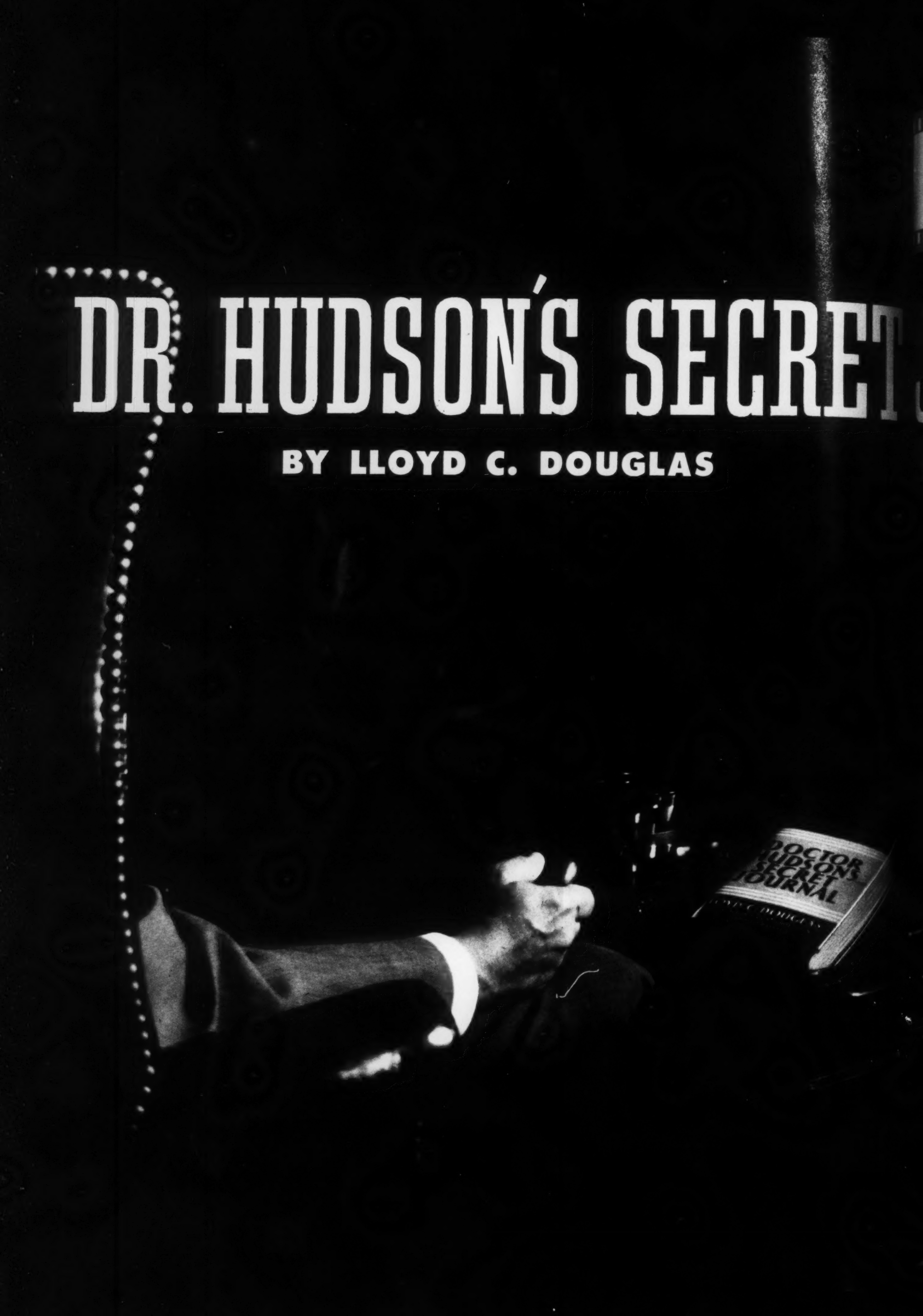
How to Shrink a Desert...

Shrink-proof? That's what explorers called the vast distances of Saudi Arabia many years ago. But not so today. Men like Aramco-trained lineman Ayid bin Hussain work the high lines and the radio towers, drawing together distant points in Aramco's 400,000 square mile concession area so that they are only seconds away.

ARAMCO · ARABIAN AMERICAN OIL CO.
DHAHRAN, SAUDI ARABIA · NEW YORK, N.Y., U.S.A.

DR. HUDSON'S SECRET

BY LLOYD C. DOUGLAS


DOCTOR HUDSON'S SECRET JOURNAL
LLOYD C. DOUGLAS

By demand from 10,000,000 enthralled viewers!

39 ALL-NEW PROGRAMS

based on the best-selling book that has become TV's best-selling film series

RATINGS

Just what you'd expect for a Lloyd C. Douglas series — *fantastic!* Show is "Number 1" of all syndicated series in the U.S.* *four straight months!* Also Number 1 month after sensational month in Chicago, Atlanta, Minneapolis-St. Paul, St. Louis, Denver, Milwaukee, Omaha, San Antonio. "Top Ten" everywhere! Latest ARB's and Videodex: Chicago 35.4, Denver 38.6, Milwaukee 38.0, St. Louis 31.4, Omaha 37.5, Pittsburgh 42.8, Albany-Troy 42.1, Boise 45.2, Miami 43.0, Roanoke 31.3, Detroit 21.8, Mobile 36.9, Pueblo 46.2, Minneapolis 19.8, Duluth 35.0, Houston 27.4, Oklahoma City 32.7, Albuquerque 33.3, San Antonio 29.8, Cleveland 19.8. Have you ever seen better?

*Videodex 274-market survey — Feb., March, April, May 1956

RENEWALS

90% already in! Renewed *for another full year* by Wilson & Company in 29 cities, and by Bowman Biscuit Company in 17 cities. Renewed by Sears Roebuck for 78 weeks, by Meister Brau for 52 weeks, by Kraft Foods, Sun Drug Company, Idaho First National Bank, Pate Oil Company, Stewart's Bakeries, Delchamps Modern Food Stores. Sure indications, every one of them, that "Dr. Hudson's Secret Journal" is *your* greatest salesman too!

78 half-hour films now available

write . . .
wire . . .
phone . . .

MCA

AMERICA'S NO. 1 [illegible] TELEVISION FILM PROGRAMS

TV

Film Syndication

produced by
Eugene Solow
and Brewster Morgan

"Advertising Age is indispensable to me,"

says **HENRY G. LITTLE**
President & Chairman of the Board
Campbell-Ewald Company

HENRY G. LITTLE

Mr. Little has been in advertising for 36 years—33 of them in the agency field. He started with Lord & Thomas in 1919, and in 1935 opened their Dayton office to handle the Frigidaire account. After successive moves to Roy S. Durstine agency in 1940, Nash-Kelvinator in 1941 and then to Campbell-Ewald in 1944, he was elected president in 1952 and chairman of the board in 1953. Recently Mr. Little completed service as chairman of the AAAA Board of Directors. He is also on the boards of such organizations as The Advertising Council, United Foundation and Boys' Committee in Detroit. He is a former president of the Detroit Adcraft Club, and for three years served on the Advertising Federation of America board.

"As a source of news of the advertising world, Advertising Age is indispensable to me, and I'm sure a great many other advertising and agency executives must feel the same way about it. Your coverage of every phase of our business is most complete—complete to the point that if I had time to read only one publication in the field, it would most certainly be Advertising Age."

Advertising Age is the one publication which gets read every week by most of the executives who are important to you. For keeping pace with fast-moving developments in today's market picture, Ad Age is indispensable to top sales, advertising and marketing men who play significant roles in important decisions—not only to those who *activate* but to those who *influence* market and media decisions.

Campbell-Ewald, for example, ranks among the top agencies placing broadcast advertising. Its radio-tv billings for 1955 ran up to $14,000,000, and C-E counts such outstanding advertisers as Rheem Mfg. Co.; Goebel Brewing Co.; DuMont Laboratories; Chevrolet and several other divisions of General Motors among its clients.(General Motors placed an estimated $1,264,200* in tv spots alone for the first quarter of '56).

Every week, 67 paid subscription copies of Ad Age get read, routed and discussed in the offices and homes of top C-E executives. Further, among the sales, advertising and marketing executives of the broadcast advertisers mentioned above, over 45 copies of Ad Age get intensive readership every week.

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and **you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way in 1956.**

*N. C. Rorabaugh Estimate for Television Bureau of Advertising

Advertising Age
FCC Moves to 'Drop In,' Not 'De-Intermix'
The Broadcasting Industry
High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV
'American Aviation' Resigns from ABC and Blasts 'Evasion' in Auditing Free Copies

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

CROWELL-COLLIER FILES FOR KFWB

Request for FCC approval of $2.35 million purchase is first official move of publishing firm into broadcasting. Bitner, Honolulu filings expected soon.

FIRST official move in the far-reaching $19 million Crowell-Collier Publishing Co. entry into the broadcasting field was made Friday when an application was filed with the FCC asking approval of the magazine corporation's more than $2.35 million purchase of KFWB Los Angeles from radio veteran Harry Maizlish.

This is the first application to be filed in Crowell-Collier's expansion into the broadcasting medium. Due soon, it was understood, will be applications for approval of Crowell-Collier's $16 million purchase of the Harry M. Bitner group of radio and tv stations and the $1 million buy of KULA-AM-TV Honolulu.

The application indicated that Crowell-Collier, which has been under the presidency of Paul C. Smith since 1954, will pay Mr. Maizlish $2,225,000 in cash or a combination of Crowell-Collier stock, cash and notes—$50,000 earnest money, $100,000 at closing, $100,000 60 days after closing and $1.85 million in 13 notes at 4½% interest plus 25,000 shares of Crowell-Collier stock (selling on American Stock Exchange at 7¼ on May 31).

In addition, Mr. Maizlish was signed to receive $35,000 a year for seven years as a consultant. He retains KFWB-FM, paying $130,717 to Crowell-Collier for that property.

Independent KFWB — which operates 24 hours a day—showed a deficit of $142,301 in a May 31, 1956, balance sheet submitted with the application. This showed total assets of $655,710, with current assets listed at $128,673. Current liabilities were shown as $253,684.

The document showed that Crowell-Collier is owned principally by Publication Corp., 24%, and Knapp Securities Corp., 4.33%. Publication Corp. is 51% owned by the Joseph P. Knapp family, 21.5% by the Louis Ettlinger family and 11.3% by Louis Untermyer family. It publishes *This Week Magazine* and owns gravure printing plants in Hoboken, N. J.; Chicago, Ill.; Los Angeles, Calif., and Baltimore, Md. Crowell-Collier has more than 6,000 stockholders.

Crowell-Collier publishes *Colliers'* and *Woman's Home Companion* magazines (it suspended publication of *American* magazine several weeks ago) and also publishes *Colliers' Encyclopedia, Yearbook* and *World Atlas and Gazetteer, Harvard Classics, Junior Harvard Classics* and *Woman's Home Companion Cookbook.*

Mr. Smith, editor-in-chief of the *San Francisco Chronicle* in 1951-52, became Crowell-Collier president and editor-in-chief Jan. 1, 1954. Among the stockholders and directors who also have interests in broadcast properties are Edward L. Elliott, chairman of the finance committee, who is a director, but owns no stock in WROW-WCDA (TV) Albany, N. Y. (which in turn owns WCDB [TV] Hagaman, N. Y.) and William A. H. Birnie, vice president in charge of the Recording, Radio and Tv Div. of Crowell-Collier, who owns 4% of WKNE-AM-TV Keene, N. H. (which in turn owns 51.2% of WKNY and 18% of WKNY-TV Poughkeepsie, N. Y.).

Its $16 million purchase of Consolidated Tv & Radio Broadcasters Inc. includes the following broadcast properties: WOOD-AM-TV Grand Rapids, Mich.; WFBM-AM-TV Indianapolis, Ind.; WTCN-AM-TV Minneapolis, Minn., and WFDF Flint, Mich.

Crowell-Collier balance sheet as of March 31, 1956, showed total assets of $41,291,781, with current assets $25,086,124. Current liabilities were listed at $12,586,590, earned surplus at $250,664 and capital surplus at $7,253,327. Liabilities also included 5% convertible debentures, due Aug. 1, 1965, in the amount of $2,935,000.

The publishing company lost $2,419,539 in 1954 and made $773,917 in 1955, the application disclosed.

Although all major personnel at KFWB are to be retained, a new general manager will be chosen, it was reported.

FCC Should Study Service Of Race Results—WWBZ

ATTORNEYS for WWBZ Vineland, N. J., license of which was revoked by the FCC for so-called "overemphasis" of horse-race programs [B•T, Dec. 5, 1955], last week called on the FCC to launch a full-scale inquiry "to determine whether, or to what extent, the broadcasting of the results of horse races serves the public interest." Arthur W. Scharfeld and Theodore Baron of the Washington law firm Scharfeld & Baron, told the FCC that it lacks rules and an established policy with respect to the horse racing problem.

The attorneys suggested that the FCC receive information not only from the public and stations carrying horse racing shows, but from every source connected with horse racing, fom track operators to bookies. Pointing out that it is legal in nearly half the states to bet on horses at race tracks, the attorneys submitted that "it is possible that a substantial portion of the general public is interested in the results and the records of horse races from day to day at the various tracks throughout the country."

Meanwhile, the FCC told KCMC-AM-FM Texarkana, Tex., that a hearing may be necessary on their applications for renewal of license because of afternoon broadcasts of horse-race information. The Commission said it was concerned with such programs when the information broadcast would be susceptible for use by illegal gambling interests. On the same day, the FCC granted renewal of license to KCMC-TV, tv affiliate of KCMC-AM-FM.

Commission Raise to Senate

LEGISLATION increasing salaries of members of the FCC from $15,000 to $20,000, with $20,500 for the chairman, was approved late Wednesday by the Senate Committee on Post Office & Civil Service. The bill, originally HR 7619, was to have been taken up by the Senate Thursday afternoon but consideration was postponed until Friday.

Biting the Hand

THE GOVERNMENT of Ceylon is trying to sell time to the Soviet Union on a radio station given to it by Voice of America five years ago, according to a foreign ministry source. The Voice would then share time with the Soviets. At Voice headquarters in Washington, it was explained that it could not comment until a check of facts in press dispatches, which were based on a anonymous source.

75.3%
AUDIENCE SHARE*
MONDAY thru FRIDAY

"CLUB 1320"
with DAVE FROH

2:05 – 5:30 PM
MONDAY thru SATURDAY
This Show is 8 Yrs. Old!

FEATURING THE TOPS IN POPS AND CHATTER BY CENTRAL MICHIGAN'S MOST LISTENED-TO D.J.

Share of Audience*

"CLUB 1320"	75.3%
STA. B	15.5%
STA. C	16.9%

CALL •
VENARD
RINTOUL
McCONNELL

* C. E. HOOPER INC. 1956

WILS
5000 WATTS

MUSIC • NEWS • SPORTS
in
Lansing, Michigan

Legality of Florida Sales Argued Before Commission

THE legality of station sales involving W. Wright Esch was in turn attacked and defended in oral argument before the FCC last week.

The attorney for Theodore Granik and William H. Cook, who allege the separate sales of WMFJ and WESH-TV contravened their option to purchase the stations, noting that a suit for specific performance against Mr. Esch is now pending in the Florida courts, said the stations were sold with full knowledge that Messrs. Granik and Cook intended to carry out their contract.

Mr. Esch sold WMFJ to WMFJ Inc. (Harold Kaye, Emile J. Arnold) and sold the WESH-TV construction permit to WCOA Pensacola. The FCC approved both sales, but the U. S. Court of Appeals set the WMFJ sale aside and ordered the Commission to hold hearings on the transaction [B•T, June 4].

The attorney for Telrad Inc. (WESH-TV permittee) argued that Mr. Esch held only two of five issued shares of Telrad stock and therefore could not contract for the sale of the permit.

To the suggestion that the Florida court holding on the existence or not of a contract might resolve the dispute, the attorney for Messrs. Granik and Cook said, notwithstanding the court finding, a question of misrepresentation of the licensee qualifications of Mr. Esch should be explored.

now
we are
two!
Wcue and Wice

We're proud as Roger Williams . . . crowing like a Rhode Island Red, because now we are two. And you, you're "right on cue" whether it's in Akron, Ohio or Providence, Rhode Island. You're right with our music and our news. You're right with our solid policy of local programming, local service and warm interest in each community — Tiretown, U. S. A., and rich, little Rhody's capitol city.

Wcue
1150
ON YOUR RADIO
AKRON, OHIO
NATIONAL REP. - JOHN E. PEARSON CO.

TIM ELLIOT, PRESIDENT

Wice
1290 ON YOUR RADIO
PROVIDENCE, RHODE ISLAND
NATIONAL REP. -
JOHN E. PEARSON CO.

Apple Valley Tv Assn. Shutdown Recommended

ANOTHER unlicensed Washington state booster was found to be operating illegally last week when FCC Hearing Examiner Hugh B. Hutchison issued an initial decision recommending that the Apple Valley Tv Assn. Inc., Wenatchee, Wash., be ordered to shut down. The operation, which has been bringing Spokane, Wash., tv signals to 8,000 tv receivers in that Columbia River valley, began late last year. It comprises a main booster and five sub-boosters covering 40,000 people. Spokane is about 130 miles from Wanatchee. Apple Valley Tv Assn. numbers 1,075 members. Mr. Hutchison recommended that a cease and desist order be issued against the Wenatchee operation. Two weeks ago, Mr. Hutchison ruled similarly against the EAO Tv Inc., serving the Ontiat-Ardenvoir-Oronda, Wash., area. A third initial decision is expected soon from the same examiner on the Brewster-Pretaris Tv Assn. Inc., operating in that Washington area.

Hiatus Duty Roster Set Up For Commissioners At FCC

A "BOARD" of commissioners has been appointed for the month of August while the FCC is in recess. Comprising the "board" are Comrs. John C. Doerfer, Robert E. Lee and T. A. M. Craven. Comr. Doerfer will be acting chairman. It also was announced that Comr. Richard A. Mack will serve as motions commissioner during the month of August. The last FCC meeting until Aug. 29 was held last Wednesday.

Vacationwise, a check with their offices disclosed that Comrs. Bartley, Lee, Craven and Mack aren't leaving town. Comr. Mack plans one trip to Florida (his home state), but it was pointed out that it will be only a weekend trip.

Chairman McConnaughey, and Comrs. Hyde and Doerfer will attend the annual convention of the National Assn. of Railroad & Utilities Commissioners in San Francisco this week. Mr. Hyde the following week will also address the annual convention of the Assn. of Police Chiefs in Los Angeles.

Chairman McConnaughey is due back in Washington the week of Aug. 6 and then will vacation in Ohio and the Midwest (his home is in Columbus). Comr. Hyde will vacation in Idaho where he will visit his and Mrs. Hyde's families. Comr. Doerfer's plans were not announced, but it is understood he plans to spend some time in Wisconsin.

FCC Assignments Announced

APPOINTMENT of FCC Chairman George C. McConnaughey as FCC representative on the Telecommunications Coordinating Committee was announced last week. Named as alternate to the chairman was Comr. T. A. M. Craven.

Other appointments: Comr. Rosel Hyde as member of the Telecommunications Advisory Broad and Comr. Craven as alternate; Comr. Craven as member of the Telecommunications Planning Committee and Comr. Hyde as alternate; Comr. Robert T. Bartley as alternate member to Comr. Robert E. Lee on the Air Coordinating Committee; Comr. Craven as member of the executive board of the Radio Technical Commission for Marine Services; Comr. Richard A. Mack as member of the FCC Telephone and Telegraph Committees (joining Comrs. Hyde and Bartley), and Comr. Lee as FCC Defense Commissioner and Comr. Bartley as alternate.

Gen. Sarnoff Renews Plea For U. S. Political Offensive

BRIG. GEN. David Sarnoff, RCA board chairman, was prepared to renew last Saturday his plea for a U. S. political offensive against communism in the cold war. Gen. Sarnoff was to address the American Legion convention at Philadelphia where he was being honored with a legion citation for leadership of the communications industry in the "cold war with Russia."

In his prepared speech Gen. Sarnoff labeled Russian leaders as the "same old gang" and their policy as "the same ideology, the same relentless purpose of expunging freedom every where." He urged the U. S. to keep up its guard and reiterated the need for the U. S. to "win" the cold war. Last year, Gen. Sarnoff had submitted a memorandum to President Eisenhower outlining methods for combatting communist ideology in the war of ideas. The General suggested that Moscow could back up its supposed "reformation" by permitting a free exchange of ideas, by ordering the "channels of communication . . . un-jammed, un-censored and un-muzzled." MBS was to pick up Gen. Sarnoff's speech for broadcast Saturday, 1-1:30 p.m. EDT.

FTC Lacks Power to Limit V-Only Sales, Says Gwynne

THE Federal Trade Commission feels it lacks the power to limit the sale of tv sets to all-channel receivers, FTC Chairman John W. Gwynne has notified Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee.

Responding to a query from Sen. Magnuson, Mr. Gwynne said that FTC does have the power to require appropriate labeling of tv sets should it be needed, but that to date it has received no complaints that vhf sets were being sold in a manner to lead the purchasers to believe they could receive uhf programs on them.

House Un-American Unit Continues Blacklisting Probe

INVESTIGATION of blacklisting of entertainment industry figures because of alleged communist connections proceeded in Philadelphia last week, with actress Gale Sondergaard telling the House Committee on Un-American Activities that refusal to testify had interfered with her motion picture career. She charged the committee with "an act of harassment" in calling on her to appear while engaged in a creative undertaking.

Jack Gilford, actor, refused to answer some questions, invoking the Fifth Amendment. He said blacklisting "is a terrible thing" and made it difficult for him to get work, especially in tv, since being listed in *Red Channels.*

The House hearings drew criticism from the American Committee on Cultural Freedom, which charged the committee had misused its official mandate and had established a dangerous precedent affecting basic freedoms.

McGrath Retires From Senate Gallery Post After 17 Years

CONGRESSIONAL leaders from both parties said goodbye to D. Harold McGrath last week at a gathering in the Capitol. Mr. McGrath for the past 17 years has been superintendent of the Senate Radio-TV Gallery. He retires after one more chore—handling radio-tv accommodations at the Democratic and Republican national conventions.

Asked what he was planning to do, the 62-year-old veteran newsman said he was returning to Walla Walla, Wash., his home to write a book—"not about Harold McGrath," he explained quickly, "but relating some of the anecdotes which I have collected. . . ."

Mr. McGrath came to Washington in 1935 as secretary to the late Sen. Lewis B. Schwellenbach (D-Wash.). In 1940 he was appointed superintendent of the new radio gallery. There were then 26 accredited members of that gallery. Today the gallery has nearly 200 members and its quarters have expanded to include a large television studio and four radio studios.

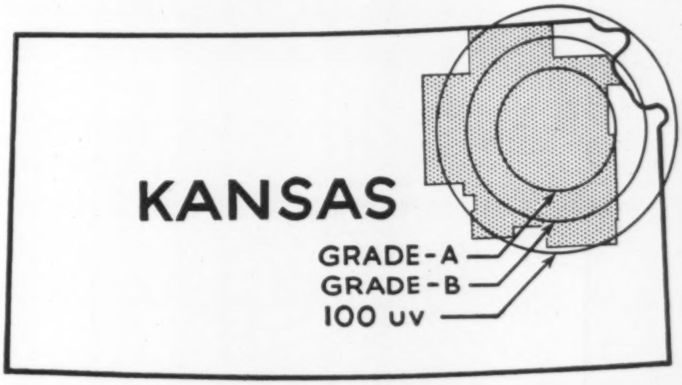
Respects to Mr. McGrath were paid on the floor of the Senate last Tuesday by Sen. Henry M. Jackson (D-Wash.), Lyndon Johnson (D-Tex.) and Frank A. Barrett (R-Wyo.).

WWEZ Seeks N. O. Ch. 32

APPLICATION seeking New Orleans ch. 32 was filed with the FCC last week by WWEZ Radio Inc., licensee of WWEZ that city. Power for the proposed outlet was set at 249 kw visual and antenna height above average terrain at 338 ft. Construction cost was estimated at $314,875; first year operating, $350,000.

Principal owners of independent-WWEZ are A. L. Chilton (64%), owner of KSKY Dallas; A. Earl Cullum Jr. (22%), managing partner-50% owner of A. Earl Cullum Jr. & Assoc., Dallas consulting engineer firm, and 30% owner of KCNC Fort Worth, and Joe A. Oswald (12%), manager of WWEZ.

THESE 20 KANSAS COUNTIES



ARE DOMINATED BY WIBW-TV

for the full story

SEE YOUR A.R.B.

for the TOPEKAREA

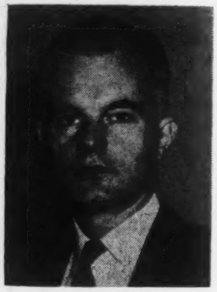
WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS
ABC

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

Button Appointed Chief Of Voice of America

APPOINTMENT of Robert E. Button, NBC radio and television executive, as chief of the Voice of America was announced last week by Theodore C. Streibert, director of the U. S. Information Agency.



MR. BUTTON

Mr. Button, who succeeds J. R. Poppele, moves up from his present position as deputy chief of the USIA's International Broadcasting Service (which includes VOA and television activities). Mr. Poppele resigned as of July 15 to engage in television and radio management consulting.

Mr. Button joined USIA as deputy director of the broadcasting service in April 1955 and before that served in the Office of the Secretary of Defense. He has been on leave of absence from NBC since March 1, 1954. At NBC, Mr. Button was assistant program manager of the old Blue Network (now ABC) and, after war service, a television account executive.

New Building for FCC Seen In D. C. Long-Range Plans

A NEW home for the FCC in Washington sometime in the next decade became a possibility last week when the Federal government's General Services Administration released its plans for government buildings and additions for the next 10 years.

GSA announced that it would spend $386 million on 26 buildings between now and 1959, with plans for three more by 1962 and six more by 1966. The plan is predicated on finding permanent space for the several thousand government employes now housed in the 34 downtown Washington temporary buildings of World War II vintage.

Some of the new buildings have already been committed. Agencies named were the Atomic Energy Commission, Central Intelligence Agency, State Dept., Federal Bureau of Investigation, Food & Drug Administration, Coast & Geodetic Survey, among others. The FCC was not listed as one of the agencies whose space problem was to be taken care of, but within government circles it is understood that a consolidation of FCC quarters—either in a new building of its own or as one of several agencies in a large federal office building—was being urged strongly by important officials.

GOVERNMENT PEOPLE

WILLIAM ROBERT TRAUM, Great Neck, N. Y., has been named deputy director of the Office of International Trade Fairs, Dept. of Commerce. He has been with The Town Hall Inc., New York educational institution, for nine years as director of radio-tv activities.

MR. TRAUM

Fredric H. von Stange, tv producer-writer, U. S. Information Agency, N. Y., father of boy, Gary Ragnar, July 4.

BROADCASTERS BUY DETROIT TIGERS CLUB

Eleven-man syndicate to pay $5.5 million in biggest financial deal in baseball history. John E. Fetzer is group chairman and Fred A. Knorr will serve as president.

AN 11-MAN syndicate that includes several broadcasters bought the Detroit Tigers baseball club and Briggs Stadium last Monday for $5.5 million, the biggest financial deal in baseball history [B•T, July 16]). Walter O. (Spike) Briggs Jr., of the former club ownership, becomes executive vice president.

John E. Fetzer, head of the Fetzer station group, is new chairman of the board and Fred A. Knorr, WKMH Dearborn, Mich., and other stations, is president.

Three groups in the bidding firm each raised about $1 million in buying the club, with additional sums to be borrowed. Payment is based on this formula, it is understood—$1 million to be paid August 1; $3.6 million by Oct. 1; $900,000 in deferred payments at 4% interest spread over five years.

The first or Knorr group (33⅓%) includes Mr. Knorr; Harvey R. Hansen, vice president-stockholder of Knorr stations, and William H. McCoy, secretary-treasurer and stockholder of Knorr stations. In the second group (33⅓%) are Mr. Fetzer and Carl E. Lee, vice president of the Fetzer stations. Kenyon Brown, KWFT Wichita Falls, Texas; KFEQ-AM-TV St. Joseph, Mo., and KGLC Miami, Okla., heads the third group (33⅓%) which includes singer Bing Crosby; George L. Coleman, of Miami, Okla., with interest in KGLC and KFEQ-AM-TV; Joseph A. Thomas, New York financier; R. F. Woolworth, New York securities executive, and Paul A. O'Bryan, of Dow, Lohnes & Albertson.

MR. BROWN

"YOU'VE bought yourselves a ball club," said Spike Briggs, one of the club's directors, as Detroit team was turned over to its new owners, including several broadcasters. L to r: William H. McCoy, insurance executive, secretary-treasurer of Knorr stations; Paul A. O'Bryan of Dow, Lohnes & Albertson; Fred A. Knorr, head of Michigan station group, new club president; Mr. Briggs; John E. Fetzer, head of Fetzer Stations, new board chairman; Carl E. Lee, vice president of Fetzer group.

New DJ Champion

MEET the champ of disc jockey marathons that have been having a revival throughout the nation: Ed Sullivan, manager of KSET El Paso, Tex., who completed 122 hours, 25 minutes and 13 seconds of continuous broadcasting. Mr. Sullivan made his record-breaking broadcast from the window of an El Paso appliance store. The previous week, Bob Johnson of KICK Springfield, Mo., held the title with 120 hours of an Operation Spinorama [B•T, July 16].

Increased Earnings Reported By Storer Broadcasting Co.

STORER BROADCASTING Co.'s second quarter net earnings after taxes amounted to $1,395,202 this year, as compared to $1,039,919 for the same period in 1955, it was announced last Thursday. Earnings per share for this year's second quarter amounted to 56.4 cents, as compared to 41 cents last year.

Net earnings after taxes for the first six months of 1956 amounted to $2,845,445, as compared to $1,851,908 in 1955. Per share earnings for the first half of this year were $1.15, as compared to 72.7 cents in 1955.

Per share earnings are based upon the combined total number of common and Class B common shares outstanding at the end of a period.

Perez Joins CBS-TV Sales

ROBERT PEREZ, account executive with KNXT (TV) Los Angeles and Columbia Television Pacific Network since early 1954, has been named account executive in the San Francisco office of CBS Television Spot Sales effective July 30, it was announced last week by San Francisco Spot Sales Manager Jack White. Prior to his KNXT association, Mr. Perez was in the Los Angeles advertising field.

New WABC-TV Rate Card Reflects Overall Increase

AN ADJUSTED rate card with new time classifications and featuring an overall increase in rates goes into effect at WABC-TV New York (ABC-TV owned) on Aug. 1. Top rate on the former card was one-hour Class A time at $3,750. On the new card it will be one-hour Class AA time at $4,150.

According to Robert L. Stone, general manager, the new price structure reflects the rate rise on both the card and in the station's "7-14" volume discount plan. Advertisers receive the customary six months rate protection under the new card (No. 10). Class AA includes 8-10:30 p.m., Sun-Sat.

KVIP-TV Redding, Calif., Buys Transmitter, Amplifier

KVIP-TV Redding, Calif., which has a goal of maximum power for its ch. 7 station, has purchased a 5 kw GE transmitter and a 20 kw amplifier, both of which will be installed pending FCC approval of the video outlet's application for maximum power. On-the-air target date is Aug. 1.

Russell Olsen, former manager of KPTV (TV) Portland, Ore., is operations director of KVIP-TV, and Ted Dooley, former director of operations of KHSL Chico., Calif., is program director.

New $1.25 Million Home For WISN-AM-TV Underway

WISN-AM-TV Milwaukee broke ground Monday for a $1.25 million Communications Center on the southwest corner of 19th and Wells Sts.

Present for the ceremonies, simulcast by the stations were FCC Comr. John C. Doerfer, Milwaukee Mayor Frank P. Zeidler, Lester Olsen, president of the Milwaukee Assn. of Commerce; D. L. Provost, radio-tv vice president of the licensee Hearst Corp., and John B. Soell, manager of the stations.

The new two-story plant, occupying about 50,000 square feet, is being constructed of light and dark brick, extruded metal and glass. It will house tv studios, offices, equipment and radio offices, with radio studios to occupy the tv studio presently in use on the site. New tv facilities will be equipped for color and grounds will feature an outdoor tv studio and parking lots.

The stations expect to occupy the new offices in February 1957.

La., Tex. Stations Form Hurricane Warning Network

A SPECIAL hurricane warning network has been formed on the Texas and Louisiana Gulf Coasts consisting of 47 am, tv and fm stations. Named the Gulf Coast Volunteer Network, it will be keyed by KPRC Houston for its stations, located from Brownsville, Tex., to Lake Charles, La., and extending 100 miles inland.

The network will go into operation when Chief Meterologist E. A. Ferrell of the Houston Weather Bureau warns that a hurricane buildup is near enough to the Gulf Coast area to be dangerous. KPRC will then begin broadcasting bulletins with the other 46 stations in the net monitoring either KPRC or the closest station in the network they can receive. Each bulletin will give the time of the next network broadcast.

Member stations are divided into three groups for broadcasting the bulletins: (1) Stations that will broadcast all bulletins and remain on the air continuously during an emergency; (2) stations which will broadcast all bulletins during their normal hours of operation, and (3) stations that will broadcast as many bulletins as possible.

Organizational work for the network was done by Jack McGrew of KPRC-AM-TV.

KNXT (TV) Issues New Rates

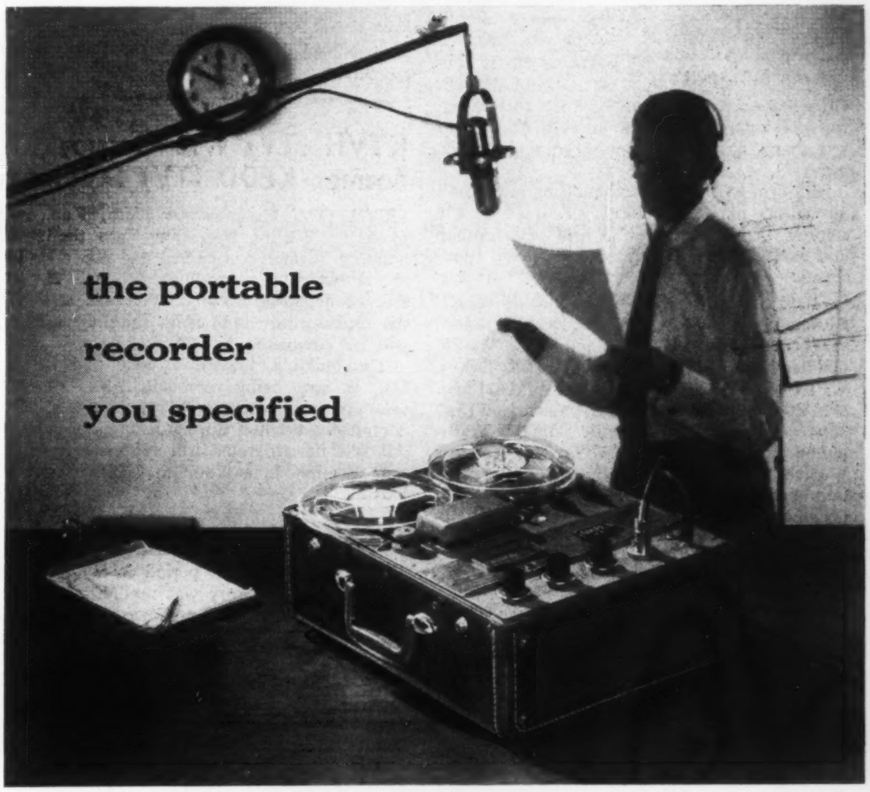
KNXT (TV) Los Angeles last Monday announced rate card No. 5, under which Class AA 20-second spots are set at $900, up $100. Class C 20-second spots will be $245, up $35. There are no changes in program costs, and Class A hours remain at $3,200.

KBIG Six-Month Sales Up 22%

BILLINGS for the first six months of this year at KBIG Avalon, Calif., were up 22% over the same period of 1955 Bob McAndrews, KBIG vice president and commercial manager, reported Thursday. He said June business was 19% more than June last year.

KCOP (TV) Names Petry

APPOINTMENT of Edward Petry & Co. as national sales representative for KCOP (TV) Los Angeles, effective immediately, has been announced by station Manager Jack Heintz [CLOSED CIRCUIT, June 25].



the new AMPEX 601

The new 601 combines all the superb performance characteristics of the famed Ampex 600 plus these new professional features designed to fit your professional recording needs exactly:

New Low Impedance Output...600 ohms, 1.23 volts. Balanced or unbalanced (from tapes recorded at program level).

New Low Impedance Input... accommodates high or low impedance microphone. Low impedance microphone secured by accessory plug-in transformer.

New Instantaneous Starting... accelerates to full play mode in less than one-fifth of a second.

New Illuminated Record Safety Button ... positive protection against accidental erasure.

New Saddle Tan Case..rugged Samsonite in handsome new color for easy portability anywhere.

The 601 works full time inside the studio and on location outside. It's a rugged, versatile machine that completely fills all these professional needs: studio recording, network delay, outside recording, editing, dubbing and broadcast playback. And because an Ampex continues to perform within original specifications year after year, the price you pay buys both the finest performance available and the most hours of service per dollar.

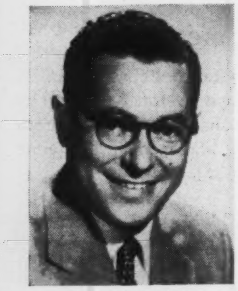
AMPEX
CORPORATION

SIGNATURE OF PERFECTION IN SOUND

934 Charter Street, Redwood City, California

Ohio Station Representatives Established in Cleveland

OHIO Station Representatives has been formed in Cleveland to act for a group of Ohio radio stations in that state, Leonard F. Auerbach, head of the organization, announced last week.



MR. AUERBACH

The firm will headquarter in Cleveland's Terminal Tower and will represent its clients only in Ohio and outside their individual area.

Mr. Auerbach, former sales manager for WDOK Cleveland, said that advertising agencies have shown interest in the new firm because of closer contact with the stations. Ohio Station Representatives expect to be helpful in bringing business to stations in cities of less than 75,000 that is now going to newspapers.

The firm will offer merchandising aids to all advertisers purchasing large schedules on the stations. Ohio Station also will sell football and baseball games to state and regional sponsors.

Station clients already signed include WERE Cleveland, WAKR Akron, WVKO Columbus, WATG Ashland, WILE Cambridge, WBEX Chillicothe, WONW Defiance, WJER Dover, WFIN Findlay, WFOB Fostoria, WIMA Lima, WMVO Mount Vernon, WCLT Newark, WLEC Sandusky, WSTV Steubenville, WCHO Washington Court House, WWST Wooster and WMRN Marion. Mr. Auerbach also reported that negotiations are under way with stations in Cincinnati, Toledo and six other cities.

WMIC Goes On Air

WMIC Monroe, Mich., began broadcasting July 12 on 560 kc daytime. The station is owned by Brouwer D. MacIntyre, W. D. MacIntyre and Charles MacIntyre Jr. Lester Dana, formerly with WSPD-AM-TV Toledo, Ohio, is general manager; George Sterns, chief engineer; Ken Lawrence, program director, and D. J. Wolf, director of public relations.

DISC JOCKEY Arch Yancy finds himself in a quandry in choosing the winner of WLCS Baton Rouge's baby contest, which was part of a daylong celebration marking the station's changeover to an independent operation [B•T, July 16].

KTTR Aids Merchants

AS a service to merchants, KTTR Rolla, Mo., has conducted a retail sales survey and analysis in its immediate vicinity.

The establishment of nearby Fort Leonard Wood, Mo., as a permanent military establishment "changed the economic complexion" of the KTTR area, according to Luther W. Martin, the station's general manager.

"In an effort to be helpful to old customers and to attract new customers, KTTR stepped into the breach and volunteered the survey and analysis," he explained.

The survey, which covered 143 retail merchants, determined the number of men, women and children customers, whether they were in-town or out-of-town residents and daily and monthly sales volumes.

KTVH (TV) Will Occupy Former KEDD (TV) Studios

KTVH (TV) Hutchinson-Wichita, Kan., will move its Wichita operations into the studio building formerly occupied by KEDD (TV) ch. 16, which is now off the air. KTVH General Manager Howard O. Peterson said that the move from facilities in the Lassen Hotel will be completed by Aug. 15.

The building, located at 37th and Hillside Sts., is now being remodeled. Mr. Peterson said this was necessary because it was never completely finished during its use by KEDD. All Wichita programs will originate from the new location, in addition to CBS-TV network pickups.

WQXR Reports Record Sales

THE HIGHEST sales period in WQXR New York's 20-year history was reported last week by the station, which announced a 13% sales volume increase for the first half of 1956 over the same period last year. WQXR also reported a 14% sales upswing in summer business, covering June 15-Sept. 15, with the addition of such "warm weather sponsors" as Ricciardi ice cream, Coca-Cola, Dannon Milk Products and the New York, New Haven & Hartford Railroad. Norman S. McGee, WQXR vice president in charge of sales, predicted a "good advertising season" this fall. He based his observations on the "general trend back to radio."

WSYE-TV Starts Sept. 15

WSYE-TV Elmira, N. Y., ch. 18, has announced a Sept. 15 target date. The station is owned by Centeral New York Broadcasting Corp. (WSYR-AM-TV Syracuse) and will rebroadcast the entire schedule of WSYR-TV, according to E. R. Vadeboncoeur, president and general manager of the Syracuse stations.

WWJ Sales Increase 46.5%

WWJ Detroit sales for the first six months of 1956 were 46.5% above those for the same period last year, Robert J. McIntosh, sales manager, reported. He said that this six-month period was the best the station has enjoyed since 1950, a peak year for radio sales.

REPRESENTATIVE APPOINTMENT

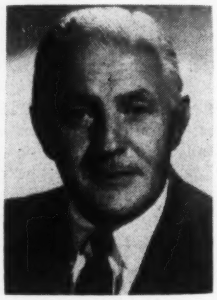
WUSN-TV Charleston, S. C., appoints Weed Television Corp., N. Y., national representative, effective Sept. 25.

Petry Appoints Nierman

MR. NIERMAN

MARTIN L. NIERMAN, television salesman with Edward Petry & Co., New York, national station representatives, last week was named eastern television sales manager in charge of the New England, New York, New Jersey, Pennsylvania and District of Columbia area. Before joining Petry in 1949, Mr. Nierman was with Pan American Broadcasting Co., New York, representatives of foreign radio stations.

STATION PEOPLE



MR. COWLING

Charles H. Cowling, radio station representative in Hollywood and San Francisco, to KAIR Tucson, Ariz., as vice president and general manager. He was formerly assistant general manager in charge of station, KCBQ San Diego, Calif.

T. H. Patterson, sales manager, WITN (TV) Winston - Salem, N. C., named vice president in charge of sales.

Glenn B. Lau, sales representative, WPFH (TV) Wilmington, Del., to newly-created position of commercial manager.

George Jelinek, engineer, KHOL-TV Holdrege, Neb., promoted to chief engineer.

Paul Alexander, news director, KSL-TV Salt Lake City, to director of promotion, succeeding **A. Richard Robertson,** resigned.

Gene Dailey appointed program director of WLW Cincinnati, succeeding **Jud Woods,** resigned. Mr. Dailey continues as director of communications (Crosley news-weather-sports operations).

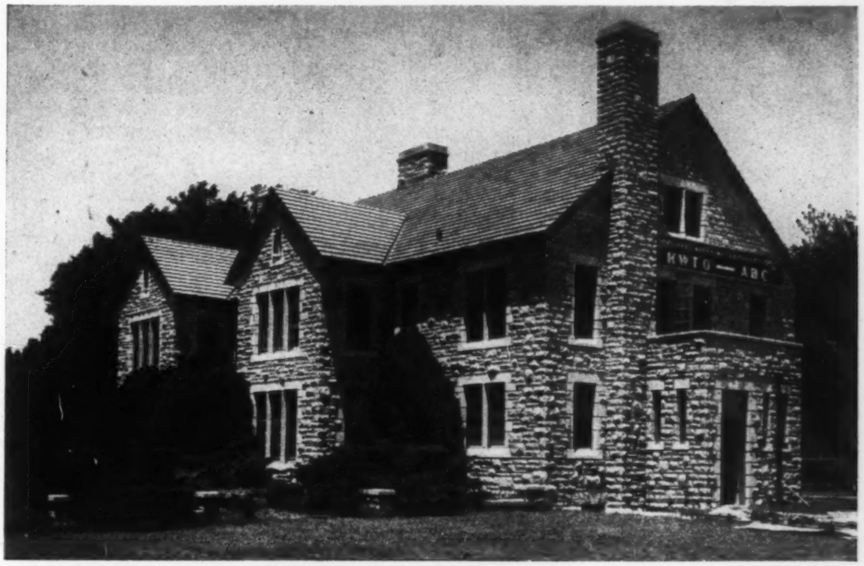
Paul Garver, assistant chief engineer, WCUE Akron, Ohio, to WICE Providence, R. I., as chief engineer. **Bob Lape,** assistant news director, WCUE, to WICE as news director.

Dan Anderson, disc jockey, WLOL Minneapolis, appointed promotion director. **Leigh Kamman** of New York, to WLOL disc jockey staff. **Ray Christensen,** Minneapolis sportscaster, to WLOL as sports director, succeeding **Red Mottlow,** resigned to return to Chicago.

Robert Charles Gessner, WBAI (FM) New York, to WNNJ Newton, N. J., as chief engineer and morning man, and **Robert Charles Farrington,** to WNNJ as announcer-salesman.

Al Bodney, radio sales department, KLZ Denver, to KLZ-TV sales staff. **Cyril J. Chucovich,** former local sales manager, KIMN Denver, to KLZ sales.

Albert F. King, Pittsburgh (Pa.) Outdoor Adv. Co., to sales staff of WSTV (TV) Steubenville, Ohio.



A THREE-STORY stone building, once a family mansion, is the new home of KWTO Springfield, Mo., and its four affiliated companies, one of which produces two program series for ABC-TV. Two new studios have been provided for KWTO, which continues to rely upon live music for the major portion of its programming, with an additional studio for RadiOzark Enterprises, producer of nationally syndicated transcriptions, including *The Tennessee Ernie Show* and *The Red Foley Show*. Other firms occupying the new quarters include Crossroads Tv Productions, packager-producer of ABC-TV's *Ozark Jubilee* and *The Eddy Arnold Show;* Earl Barton Music, publishing house, and Top Talent Inc., booking agency.

Alfred E. Mayer, city sales manager, WBAY-TV Green Bay, Wis., and former general manager of WSPT Stevens Point, Wis., appointed national and regional sales manager of Laird Group stations (WDUZ Green Bay, WDUX Waupaca and WMAW Menominee, all Wis.).

Robert Hanger, news director, WPON Pontiac, Mich., to WSRW Hillsboro, Ohio, as news and program director.

Stan Karas, former staff announcer and sports director, WFMD Frederick, Md., appointed program director and production manager, WRNC (FM) Washington.

Jack Kirk, manager of political sales unit, WABC-TV New York, to account executive. **Barrett Geohagen,** formerly with sales staff of WPIX (TV) New York, succeeds Mr. Kirk as unit's manager.

Donald H. Edgemon, formerly director of publicity and public relations, WKRC-AM-FM-TV Cincinnati, to WBZ-TV Boston as assistant sales promotion manager.

John H. Wickliffe, previously sales representative and publicity director of WLOU Louisville, named account executive for WLIB New York.

Bob Tripp, news director, WFAA Dallas, Tex., named to new position of news director of WFAA-AM-TV.

Gene Bernhardt, news staff, WEMP Milwaukee, named news director, succeeding **Donald O'Connor,** resigned to join local television station.

Theodore H. Conway, salesman, Mailliard & Schmiedell, food broker firm, to KCBS San Francisco as merchandising director.

Clem Gendron, announcer for WHYN Springfield, Mass., promoted to chief announcer. **Jim Marlowe,** formerly on the announcing staff of WRNL Richmond, to WHYN-TV as announcer. **Gil Martin,** program director, WKNY-TV Poughkeepsie, N. Y., to WHYN-TV production staff.

Jane Nusbaum, formerly with law firm of Stern, Carter & Boonin, Phila., named to legal staff of WABD (TV) New York.

William Persky, assistant continuity director, WNEW New York, to continuity director.

Frank Pinnock, newsman with western stations, to KMED Medford, Ore., as local news director.

Gene Banks, stage manager, KABC-TV Hollywood, named assistant program director.

Cleo Wright, former public relations counsel for General Electric Research Laboratory, Schenectady, N. Y., to WBAL-TV Baltimore as sales service and promotion supervisor.

Active Alumni

ALUMNI of Oklahoma A&M College, Stillwater, are making it possible for state radio stations to carry live play-by-play broadcasts of the Aggies' basketball games this winter.

The Alumni Assn., through Secretary Murl Rogers, is taking donations to pay for the broadcasts, which will be offered free to Oklahoma radio outlets. Commercial time on the game broadcasts will be used for a pitch toward high school students and their parents by extolling the advantages of the various schools of the college.

For the past several years, KVOO Tulsa has carried the Aggie games on a delayed basis.

Russ Wittberger, former basketball star, Marquette U., to WISN Milwaukee as account executive.

Ted Weems and **Buddy Moreno,** orchestra leaders, to WHHM Memphis, Tenn., as disc jockeys effective Oct. 1 and Aug. 27, respectively.

Ruth Davis, 1956 Radcliffe graduate, to WEEI Boston on staff of Housewives Protective League. **Dan Donellan** to WEEI mail room replacing **Paul McNeese,** resigned to join WLNH Laconia, N. J., as newscaster and copywriter. **Tom Broderick** to WEEI mail room and **Charles Giordano** to WEEI studio engineer summer replacement staff.

John B. Buckstaff, recently discharged from Army, to WTVN-TV Columbus, Ohio, as producer-director, succeeding **Alan Sternberg,** resigned.

Wes Hobby, WADS Ansonia, Conn., named to morning show replacing **Marv Rothschild** who has assumed administrative and sales duties.

Harry Caray Jr., 16, son of St. Louis Cardinals sportscaster, to KMOX St. Louis for Saturday show.

Charles Stone, vice president in charge of WMBR-TV Jacksonville, Fla., elected president of Advertising Club of Jacksonville.

Eugene B. Dodson, assistant manager, WKY-AM-TV Oklahoma City, named chairman of public information for Oklahoma County Red Cross chapter.

Chester S. Miller, station manager, WVPO Stroudsburg, Pa., serving as chairman of Monroe County Cancer campaign and co-chairman of Delaware Valley Area Boy Scout Council drive. **Ernest Transue,** WVPO chief engineer, named county radio officer in Pa. Civil Defense Organization. **Joseph Whalen,** station sports director, elected president of Monroe County Softball League.

Jerry Patterson, continuity director, WIST Charlotte, N. C., elected secretary of Charlotte Advertising Club.

Art Eckdahl, news director, KHOL-TV Holdrege, Neb., father of boy, James Arthur, July 9.

STANDARD OIL of Kentucky has signed to sponsor play-by-play broadcasts of the 10 U. of Florida football games this fall on WMBR Jacksonville, Fla. Discussing promotional tie-ins for the games are (l to r) Sid Beighley, WMBR sales manager; Carl T. Ade, Standard Oil division manager, and Roger Langston, WMBR promotion manager. In addition to the game broadcasts, Standard will sponsor *Football Preview* Thursday nights and *Football Results* Saturday afternoons, both 15 minute programs, for 11 weeks.

HAL EUSTIS, sales manager of the Baltimore Div. of Shell Oil Co., signs a contract for the *Shell Weather Map* on WBAL-TV Baltimore. President are (l to r): Keith McBee, who will do the show; Leslie H. Peard Jr., WBAL-TV manager; Jim Lowry, Shell district manager, and Willis K. Freiert, WBAL-TV sales manager.

Bob Jones, CBS Radio Network sales account executive, N. Y., father of boy, Bradley.

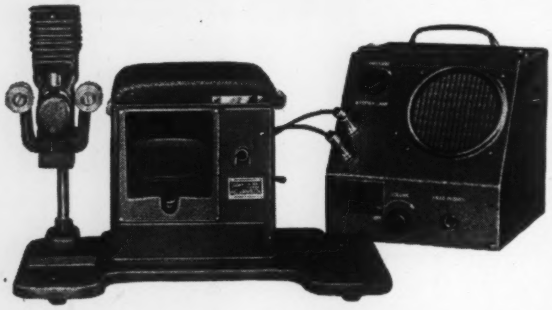
Bill Turner, business manager, KOTA-AM-TV Rapid City, S. D., father of boy, Timothy Jay, July 5.

Robert Perez, account executive, KNXT (TV) Hollywood, father of boy, Robert Frederick, July 12.

Gabe Viera, WHLI Hempstead, L. I., newsman, father of girl, Cathy Ann, July 6.

EVERYTHING

FOR MOTION PICTURE AND TELEVISION PRODUCTION



CAMART DUAL SOUND READER

- Edit single and double system 16mm or 35mm optical sound!
- Edit single system Magnastripe or double system magnetic sound!
- Use with any 16mm motion picture viewer to obtain perfect lip-sync matching of picture to track!
- Works from left to right or right to left!
- Optical Model, $195.00
- Magnetic Model, $185.00

For descriptive literature, write Department B

THE CAMERA MART, INC.

1845 BROADWAY (at 60th St.), NEW YORK 23, N. Y. PL 7-6977

NBC Sales Winners Named

GRAND PRIZE winners in the June "Summer Sale Safari" contest conducted by NBC Spot Sales were Russell Stebbins (television), midwestern division, and Fred Lyons (radio), eastern division. They were presented checks for $650 and plaques bearing a mounted head of "Spotsie," NBC Spot Sales' unofficial mascot.

The contest was organized to stimulate sales during June, July and August. Other winners in June, who received prizes ranging from $100 to $250, were Martin Harrison, James Turck and Harry Mulford, eastern division, Francis Mangan, midwestern division, and George Fuerst and Rouen Westcott, western division, all television; Martin Pollins and Herb Watson, eastern division, Frank DeRosa and Edward Gardner, midwestern division, Edward MaCaulay and William Doty Edouarde, western division, all radio. Toy African animals were awarded to the secretaries of winning salesmen.

AWARD SHORTS

KRLD-TV Dallas received plaque signed by six representatives of various Christian faiths which have programs on station recognizing KRLD-TV's religious public service programming. According to station, Baptist General Convention of Texas found in nationwide survey that KRLD-TV does more continuous public service, live, religious programming than any other major network affiliate in U. S.

George Patterson, program manager, WAVE-TV Louisville, Ky., received award from Advertising Club of Louisville for producing telethon benefiting Louisville Children's Hospital. Event raised more than $150,000.

WIP Philadelphia presented with Poor Richard Almanack Medal and Certificate for cooperation in promoting Franklin 250th anniversary celebration.

KMOX St. Louis series on Red Cross blood program selected by ARC for national distribution.

WNBF-TV Binghamton, N. Y., received citation from regional U. S. Social Security office for series explaining benefits and administration of Social Security.

Bob Larsen, disc jockey, WEMP Milwaukee, received first annual "Millie" (Milwaukee) award for public service from local music industry. **Tom Shanahan** of WEMP and **Jack Denton,** WISN-TV Milwaukee won honorary awards.

Steve Cannon, WLOL Minneapolis disc-jockey, and **Mrs. Jane Tjornhom,** Minneapolis housewife, were awarded $1,000 U. S. Savings Bond each in Paramount Pictures Corp.'s "Birds and the Bees" lyric-writing contest.

KMPC Los Angeles given scroll of commendation by Audio Components Distributors Assn. of S. Calif., for contribution to high fidelity industry through programming fine popular music.

National Chiropractic Assn. adopted resolution at annual convention in Chicago expressing gratitude to radio-tv networks and stations for unprejudiced presentation of "news and achievements" of profession to nation in "fair and truthful manner."

Bill Hayden, WJOB Hammond, Ind., named outstanding country disc jockey in Midwest by Country Fan Club Assn.

Advertising Council Plans Careful Driving Campaign

THE ADVERTISING COUNCIL last week disclosed details of an all-media campaign designed to reduce traffic accidents by stressing careful driving, adequate law enforcement and local community action through safety councils.

H. T. Rowe, volunteer coordinator of the council's Stop Accidents campaign, told newsmen in New York that advertising time and space will be contributed by both media and national-local advertisers. He estimated that the value of this advertising should total $10 million during the next 12 months. Mr. Rowe said that material, already distributed to the print media, will become available to radio-tv stations and networks within the next few weeks.

The volunteer advertising agency for the campaign is Campbell-Ewald, Detroit, with Frank Townshend, vice president of the agency's New York office, as the account executive. Mr. Townshend said tv stations and networks will be sent two 1-minute announcements and two 20-second and two 10-second announcements, plus a tv kit of telops, slides and spot announcements. Radio stations and networks, he added, will be provided with a kit of announcements and script material.

WBKB (TV) Priest Hopes to Free Americans

A NEW tv program conducted by the Very Rev. Harold W. Rigney, S.V.D., on WBKB (TV) Chicago, for his Freedom Crusade, is credited by the priest with helping secure the release of two more of his fellow Americans imprisoned in Communist China. Msgr. Rigney, himself formerly a Communist prisoner, reported some half-million letters mailed to Mao Tse-Tung, Communist China's chieftain. Over 75,000 petitions from Chicagoans were submitted during the crusade as a result of his weekly tv series, *Father Rigney Speaks.* The Back of the Yards Council of Chicago cooperates with Msgr. Rigney in his crusade.

WBNS-TV Columbia Airs Red Cross Drama

"INTENSIVE RESEARCH" for a two-month period were culminated in the presentation on WBNS-TV Columbus, Ohio, of another of its "telementaries" commemorating the 75th anniversary of the American Red Cross. Entitled *Symbol of Mercy,* the hour-long documentary dealt with the Red Cross' work through two World Wars, a "police action," floods, storms, a depression and other emergencies. Cooperating with WBNS-TV were the U. S. Army, various newsreel companies and a number of Red Cross chapters, notably the Franklin County chapter, which coincidentally has celebrated its 40th anniversary.

WAIR Helps Find Lost Tot

WITHIN 10 minutes of a tape-recorded interview with the mother of a missing two-year-old aired on WAIR Winston-Salem, the child was found and returned to his mother. Mrs. T. D. Hundley Jr. telephoned the station at 6:22, after her little son, Kendrich, had been gone an hour and a half. The boy was identified directly from the radio broadcast.

WIP's Blood Appeal Gets Results

GENE MILNER, m.c. of WIP Philadelphia's *Dawn Patrol* broadcast an emergency blood plea for Charles L. Mahoney, a retired policeman. Police gave volunteers from the city and surrounding areas free transportation to and from the hospital. Thirty-eight pints of blood were given by police and residents.

'Newspaper Efficiency' Declines Cited by TvB

MARKED DECLINES in "newspaper efficiency" as an advertising medium were pointed up by Television Bureau of Advertising in a presentation to Denver advertiser and agency executives last week.

The showing, held Tuesday at Denver's Cosmopolitan Hotel, wound up a western swing by TvB executives who also made major presentations to some 1,000 advertising people in Los Angeles on July 10 and 600 in San Francisco on July 12.

An analysis of readership figures for the *Denver Post* in 1956 as compared with 1955 highlighted the Denver presentation. Using publicly available data prepared by Daniel Starch & Staff, TvB President Oliver Treyz asserted:

In February 1955, the average local ad of 1,000 lines or better [in the *Denver Post*] reached 132 women noters per dollar. The average local department store ad did a little better, reaching 176 noters per dollar. The average supermarket ad was below average, reaching only 95 women noters per dollar.

"But this was last year, February 1955. This year, in February 1956, the picture changed. The average local ad is reaching 18% fewer women noters per dollar. The average local department store ad, which includes companies like Sears Roebuck, Montgomery Ward, Denver Dry Goods, and The May Co., is down 12%.

"The average supermarket ad, including A&P, Piggly Wiggly, and Safeway is down 21%."

Comparing April 1956 with April 1955, Mr. Treyz found the average local ad down 8% in women noters per dollar, the local department store ad down 23%, and the local supermarket ad down 13%.

A "noter," he explained in reference to the *Denver Post* findings, is "someone who recalls having at least *glanced* at an advertisement and remembering that—although she may not necessarily have read it."

"This continuing decline in newspaper efficiency, which we have studied in a number of cities across the land, reflects changes in newspaper rates, newspaper circulation and, even more important, the interest of women in the advertisements being placed in newspapers."

"We believe the combination of the [TvB] Chicago study with its indications newspapers are reaching the wrong audience for most products [B•T, April 23] and the Starch studies showing the decline in newspaper efficiency, should certainly cause advertisers to think twice before allocating money to what is rapidly becoming a doubly restricted medium."

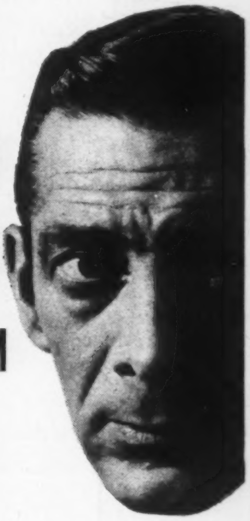
The TvB western swing was made by Mr. Treyz, Gene Accas, director of operations, and George Huntington, director of sales development. W. D. (Dub) Rogers of KDUB-TV Lubbock, Tex., chairman of the TvB board, accompanied the group for the Los Angeles and San Francisco presentations.

Tv Week Plans, Slogan Readied by Trade Groups

SALES promotion campaigns for broadcasters, manufacturers and dealers are being prepared under guidance of NARTB, Television Bureau of Advertising and Radio-Electronic-Tv Mfrs. Assn. in preparation for National Television Week, Sept. 23-29. National Appliance & Radio-Tv Dealers Assn. is handling dealer activities.

Slogan will be "National Television Week—Celebrating the Finest Home Entertainment in Sight." Chairman Julius Haber, RCA, of the

STAR WITNESS FOR THE PROGRAM BUYER



. . . and as Billboard reveals, the boys who case the TV dials all come up with the same report. Reed Hadley as PUBLIC DEFENDER has the nation's viewers in his grip. Like in Los Angeles, where PUBLIC DEFENDER re-runs outrate all other same-hour programs every night of the week. He's the big success story in Detroit, Columbus, Minneapolis, and in San Francisco, too.

REED HADLEY starring in "PUBLIC DEFENDER"

69 HALF HOURS

First run in many markets!
Powerful re-run value in ALL markets!

Interstate
TELEVISION CORPORATION

NEW YORK
445 Park Ave.
MUrray Hill 8-2545

CHICAGO
1250 S. Wabash
WAbash 2-7937

HOLLYWOOD
4376 Sunset Drive
NOrmandy 2-9181

RETMA Public Relations-Advertising Committee, has obtained services of Grey Adv. Agency on a volunteer basis.

NARTB is preparing a station-network kit containing publicity stories and proclamations as well as ideas and program tie-in activities, according to Joseph M. Sitrick, manager of publicity and informational services. The association is contacting over 200 trade associations and major civic, fraternal and social organizations.

NARDA will organize local activities, including kick-off dinners. Kits will be sent to dealers. RETMA will supply publicity material for dealers and distributors.

87% U. S. Homes Use Radio Weekly, RAB Survey Shows

THE MASS REACH of radio was pointed up by Radio Advertising Bureau last week with release of survey findings showing that 87.7% of all U. S. radio homes tune in programs during a typical week.

The study, conducted for RAB by A. C. Nielsen Co., showed that 78.5% of all radio homes tune in to morning programs one or more times a week; that 76.3% tune in during the afternoon, and 63.4% tune in at night.

Sherril Taylor, RAB vice president and promoton director, explained that "this is the first in a series of studies to establish yardsticks for measuring radio's total reach as a medium at a time when radio saturation is becoming an ever more important buying concept. Advertisers today realize that with radio's economy it is possible to think in terms of approaching the total audience potential of an entire radio station, an entire radio market, or an entire radio network."

He said the study demonstrates that in the course of a week "morning, afternoon or nighttime radio reaches an overwhelming majority of all Americans, making radio the ideal medium for the advertiser who wants to do mass selling to a mass market."

Based on Nielsen Audimeter reports on listening during a typical week of March 1956, the survey is one of 12 cumulative audience studies to be conducted for RAB by the Nielsen company.

Study of Children's Shows Decries Rise of Violence

SIXTH annual survey of children's radio and television programs seen in the Los Angeles market was released last week by the National Assn. for Better Radio & Television with the notation that 32 half-hours per week of crime programs produced on film specifically for child audiences were evaluated "objectionable" or "most objectionable." This represents "a substantial increase in crime shows from 1955," the report states, "and is an all-time high in the presentation of telefilm series for children which use crime as their basic theme."

The report notes the evaluation "does not include more than 20 hours per week of crime 'westerns' originally produced for theatrical release, nor does the figure include the five hours per week of old Gene Autry and Roy Rogers 'features', which the committee found incorporated not only extreme violence but character traits in the two 'heroes' which consistently violate principles of conduct taught to youngsters in the home, the church and the school."

"However," NAFBRAT said, "there are some brighter aspects of the 1956 programs for children" since the volume of "excellent" and "good" programming more than doubles that termed objectionable (excluding the westerns). NAFBRAT cited the *Lassie* series as excellent and showing "what children prefer in the way of entertainment" since ARB ratings for this program in May (Los Angeles) were "more than four times greater than the combined ratings of *Roy Rogers* and *Six-Gun Theatre*, televised on other stations in the same Sunday time period."

NAFBRAT said "the most impressive addition to the field of tv shows for youngsters is Disney's *Mickey Mouse Club* . . . which draws almost twice as many viewers as the six competing stations combined, and its audience is 10 times as large as the western crime show aired by a competing station."

NAFBRAT also was disturbed by the "far too heavy commercialization."

Radio Adv. Bureau Adds 17 Stations

SIGNING of an additional 17 stations to its roster was reported last week by Radio Advertising Bureau's Arch Madsen, director of station services.

With this addition, Mr. Madsen said the bureau's operation is at its highest income level and "brings us closer than ever to our goal of $1 million budget for local and national radio promotion."

New member stations: WNEW New York; WLS Chicago; WMAY Springfield, Ill.; WJIM Lansing, Mich.; KGA Spokane, Wash.; KSLR Oceanside, Calif.; KFGO Fargo, N. D. WELM Elmira, N. Y.; KAMD Camden, Ark.; KWFC Hot Springs, Ark.; WJRD Tuscaloosa, Ala.; KAWL York, Neb.; WBIS Bristol, Conn.; WJMS Ironwood, Mich.; WLEX Lexington, Ky.; WCAW Charleston, W. Va., and KHMO Hannibal, Mo.

Stinson Heads Texas UP

BILL STINSON, news director of WFAA-TV Dallas, was elected president of the United Press Broadcasters Assn. of Texas at the group's first annual meeting, held in Austin recently [B•T, July 2]. Bill Payette, assistant general news manager of UP, was the featured speaker.

Walker Off to Warsaw

A. PROSE WALKER, NARTB engineering manager, leaves July 27 for Warsaw, Poland, to attend the eighth plenary assembly of the International Radio Consultive Committee, to be held Aug. 7-Sept. 13. Mr. Walker is international chairman of Study Group 10 (broadcasting).

TRADE ASSOCIATION SHORTS

American Women in Radio & Television national headquarters moved to 501 Madison Ave., N. Y. 22.

1956 Electronic Parts Distributors Show, Chicago, recognized 109 electronic firms and 76 advertising agencies with certificates for "exceptional cooperation in promoting interest" in products displayed at exhibition.

Tv Boosts Sales of Records, RCA Victor Official Reports

ALTHOUGH record publishers, like many others, feared television at first, tv has proven to be a big booster to record sales, Lawrence W. Kanaga, vice president and general manager of RCA Victor Records, told B•T Thursday. He explained television has kept people at home and exposed them to music and talent they otherwise would not have seen and heard.

Mr. Kanaga, however, said radio and the disc jockey continue to be the "most dominant influence in the business today." He explained the teenager is the biggest purchaser of single pop records which now comprise 75% of the total market. The teenage population of 21 million is growing at the rate of a million a year, he noted, indicating radio's attraction for this audience. Tv has helped greatly to broaden the public's taste for music, he said.

York Recording Co. Offers Sight, Sound Reproductions

THE opening of York Recording Co., 346 Fulton St., Troy, N. Y., has been announced by Managing Director R. S. English. The firm is equipped to do all types of sight and sound recording in any size and speed.

York offers 29 different sight and sound products and has complete projection and audition facilities for clients' use. Other client services are a writing and production staff and talent directory. Within a few weeks, the firm plans to produce sound on film via two systems, optical and magnetic. Telephone number is Bridge 1-8088.

Austin Joins Goodson-Todman

BUD AUSTIN, head of Austin Tv Assoc., last week was appointed general sales manager of Goodson-Todman Productions, New York, in line with that firm's expansion. Harris Katleman was elected a vice president a week earlier.

Mr. Austin also had been national sales director of Official Films and in a similar capacity with National Telefilm Assoc., both New York. Mr. Katleman, who left MCA in late 1954 to join Goodson-Todman, will have charge of script purchasing and casting. G-T packages *What's My Line?* on CBS-TV and other shows.

PROGRAM SERVICE PEOPLE

W. A. Blanchard, since 1949 with KTTV (TV) Los Angeles newsreel staff, named news director of Spotlite News, Hollywood commercial newsreel service, effective in August. Spotlite News owners also announce expansion of service to national basis.

Lee Davis, producer of CBS-TV's *General Electric Theatre,* signed as associate producer by Showcase Productions Inc., packager of *Producers' Showcase, Goodyear Television Playhouse* and *Alcoa Hour,* all on NBC-TV.

Stephen S. Lehner, former radio-tv director, Rothbardt-Haas Adv., Chicago, and **Lester M. Goldsmith,** former producer, Jules Power Productions, Chicago, announce establishment of Lehner-Goldsmith Productions, with Chicago and N. Y. offices. Firm will write and produce radio and tv shows.

Vic Rowland, manager of press relations, Capitol Records Inc., Hollywood, father of boy, Dana Scott.

COLLINS NEW TV-STL Microwave Relay System

Combines convenience and reliability

Collins has given careful consideration to the operating engineer in the design of this new 6875-7125 mc STL system. The result of this consideration is a combination of maximum convenience — from installation to the last detail of maintenance — with Collins reliability.

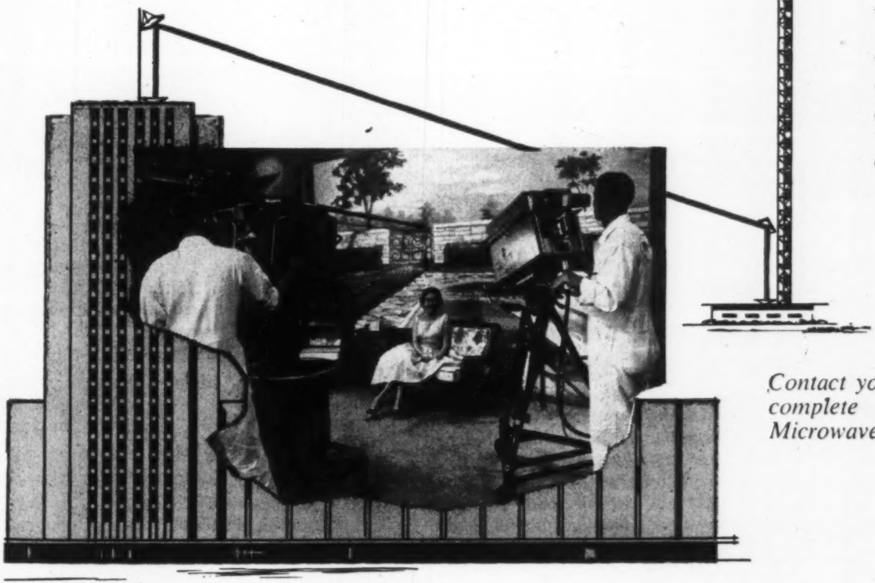
The system, which operates NSTC color or monochrome and FM audio, has a number of features — it can be completely installed indoors; the IF amplifier is permanently tuned, requiring no adjustments; all components are conservatively operated, and circuits, except the klystron, operate from 130 volt plate supplies.

A complete line of quality STL accessories, including parabolic antennas and passive reflectors, also is available.

Miss Gerry Johnson, KRLD-TV, Dallas

FEATURES

- NSTC color specifications
- High fidelity FM audio
- Compact — each terminal contained in single rack or cabinet
- Provisions for locating parabolic antennas up to 75 feet from RF Units
- Minimum differential phase shift
- Accessibility — in both operating controls and plug-in subunits
- All important circuits are metered
- Long-life, inexpensive klystrons
- Ease of installation, maintenance and expansion
- Built-in test facilities provide a means of checking overall performances.



Contact your nearest Collins representative for complete information on Collins TV-STL Microwave Relay System.

Collins CREATIVE LEADER IN COMMUNICATION COLLINS

COLLINS RADIO COMPANY, 315 2nd Avenue S.E., Cedar Rapids, Iowa • 1930 Hi-Line Drive, Dallas 2 • 2700 W. Olive Ave., Burbank
261 Madison Ave., New York 16 • 1200 18th St. N.W., Washington, D.C. • 4471 N.W. 36th St., Miami 48 • 1318 4th Avenue, Seattle
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AFTRA SECRETARY SEES SAG MERGER IN FUTURE

Final sessions of AFTRA convention told by Conaway that common interests and overlap of membership will force combination of unions. Nelson elected to third term as president.

THERE is no basic dispute between American Federation of Television and Radio Artists and Screen Actors Guild over live and motion picture tv jurisdiction, Donald F. Conaway, AFTRA national executive secretary, said in the closing sessions of the union's national convention in Chicago. He predicted that economic factors, including common interests and overlap of membership, will "eventually force" a merger of the two talent unions.

Mr. Conaway scored reports that AFTRA has identified itself more closely with live television (and network) interests than motion pictures-for-tv segments, and that AFTRA is "trying to grab off" the motion picture industry. AFTRA, he added, will remain open to any discussions on its proposed merger with Screen Actors Guild.

AFTRA's Clarification Agreement, with revision of re-use program rates and the union's administration of SAG agreements in some major cities (like Chicago and Seattle), are indicative of AFTRA's position, Mr. Conaway pointed out. He claimed that video tape recording processes are "in no way related" to the making of motion pictures and noted the broadcasting industry traditionally has been electronic in nature. Mr. Conaway added that AFTRA will continue its opposition to pay-tv as harmful to not only television but the overall entertainment industry.

Virtually all wage and working condition demands were threshed out by AFTRA delegates, who now will present the various codes for network radio-tv, staff announcers and others to their respective memberships. Only major differences were those revolving around transcriptions with the code still in the balance. Mr. Conaway declined comment in what areas wage-and-working demand changes were contemplated. Network negotiations will start early in September—two months before present pacts expire Nov. 15.

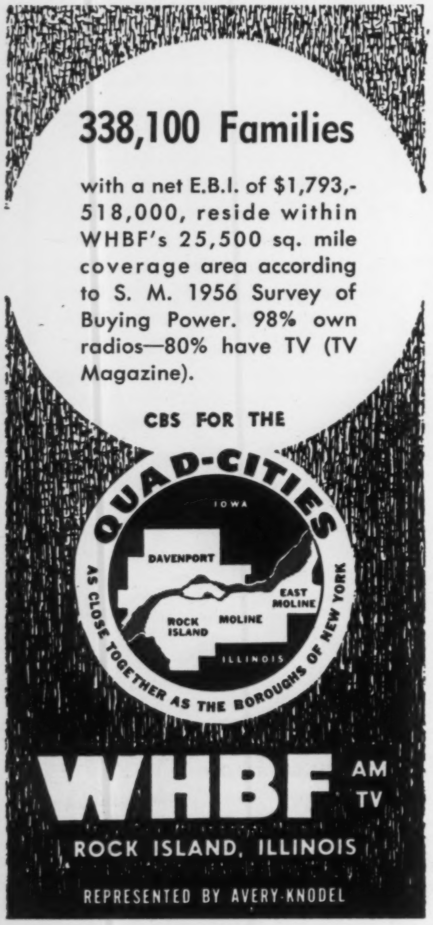
Adoption of resolutions and election of officers, along with wage demands, were completed during the final sessions of AFTRA's national convention at Chicago Knickerbocker Hotel July 12-13 [B•T, July 16]. Frank Nelson was elected to his third term as AFTRA president. Henry Jaffe continues as general counsel. 1957 convention will be in San Francisco.

AFTRA's transcription code was referred to the national board for further study. As contemplated now, spot announcements less than three minutes in length would be defined as transcriptions (instead of the present five) and those over three minutes as transcribed programs. Class "A" transcriptions would be programs three minutes or longer.

Also recommended were classification changes for spots and retention of parity of transcribed program fees (three minutes or over) with radio network commercial program fees. AFTRA is attempting to work out a "gradation of payments" based on various market classifications.

AFTRA President Nelson, commenting on the AFTRA-SAG dispute, told B•T there is a 60%-80% overlap now on AFTRA-SAG membership and asserted it would be "ridiculous for two unions turning out basic products for the same industry not to get together." No meetings have been set for the near future, however, on further merger discussions, according to Mr. Conaway.

Aside from Mr. Nelson's re-election, other officers named were Wanda Ramey, president of San Francisco local, as secretary, and Stanley Farrar, Los Angeles actor re-elected treasurer. New vice presidents are Clayton Collyer, New York; Eleanor Engle, Chicago; Luis Van Rooten, New York; Bill Baldwin, Los Angeles; Fred B. Cole, Boston; Dick Stark, New York, and Nellie Booth, St. Louis.


338,100 Families

with a net E.B.I. of $1,793,518,000, reside within WHBF's 25,500 sq. mile coverage area according to S. M. 1956 Survey of Buying Power. 98% own radios—80% have TV (TV Magazine).

CBS FOR THE

QUAD-CITIES

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WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY-KNODEL

AFM Claims Read May Work Despite 1-Year Suspension

DURING three days of heated argument last week in Los Angeles Superior Court, counsel for the American Federation of Musicians told Judge Clarence M. Hanson that the AFM would in no way interfere with the opportunity of trumpet player Cecil F. Read to work, despite his expulsion from the union for leading a rebellion against AFM President James C. Petrillo at Hollywood Local 47. But Mr. Read's attorney said AFM "practice and custom" is such that Mr. Read would have difficulty and pressed for an injunction.

Mr. Read was dropped from AFM rolls for one year at the union's Atlantic City convention last month for leading an attack on Mr. Petrillo's Music Performance Trust Fund. He is fighting the diversion of royalties from recording and tv films to the trust fund rather than to the musicians themselves.

Judge Hanson is expected to rule on the injunction pleading this week. Mr. Read earlier obtained a temporary restraining order to keep his membership valid. Formal litigation to challenge the AFM "trial" of Mr. Read and other rebel leaders is expected soon.

23 Science Films Planned For Use of Educational Tv

HARVARD U., together with Massachusetts Institute of Technology, the Lowell Institute Cooperative Broadcasting Council and the Ford Foundation-supported Educational Television & Radio Center at the U. of Michigan, will jointly produce a 23-program film series aimed at giving a better understanding of science and its practitioners.

The agreement, announced last week at a special luncheon in Boston by Ralph Lowell, WGBH-TV Boston (Lowell Institute), and Harry K. Newburn, ETRC president, calls for national distribution of the films to educational tv stations throughout the country.

Under terms announced, Prof. Philippe LeCorbeiller of Harvard will head the production of the series, actual work on which will be done by the Lowell Institute at the WGBH-TV studios. Production facilities also will be lent the series by the Ann Arbor, Mich., broadcasting operations of the ETRC.

EDUCATION SHORTS

Film Council of America, Chicago, has contracted with WTTW (TV) Chicago for continued supervision of education station's film department. Under contract FCA provides staff member to handle all WTTW film programming. New director is Jeannette A. Sarkistan, who succeeds Norma Barts, resigned from council.

Washington U., St. Louis, to telecast *College Mathematics* daily in fall over KETC (TV) St. Louis, education station, marking first time institution has put basic college course on tv.

Hamilton County, Ohio, Public Schools have issued 18-page manual, *Stand By, You're on the Air,* instructing teachers in use of television. WCET (TV) Cincinnati is area educational tv station.

RCA Broadcast and Television Equipment Sales, Camden, N. J., is distributing to colleges, universities and other institutions reprint of article on educational television which appeared in March 1956 issue of *Farm Journal.* Titled "We Have Teachers Enough—Right Now!" article makes point that through television, instruction can be given many thousands of pupils and cites examples of communities where educational tv has made significant contributions.

EDUCATION PEOPLE

Richard A. Cobb, radio-tv instructor, School of Speech, Boston U., to Broadcasting & Film Commission, National Council of Churches of Christ, U.S.A., N. Y., as tv director.

Dr. Dale W. Houk, former president of Slippery Rock State Teachers College, Pa., to WQED (TV) Pittsburgh, Pa., as director of community relations. **Mrs. Charles W. Bucher,** WQED producer and past president of Allegheny County Council of P-TAs, and **Janet DeFazio,** secretary to vice president of Mesta Machine Co., West Homestead, Pa., named assistant directors in station community relations department.

Weldon Johnson, WKAR-TV East Lansing, Mich., cameraman, appointed acting film director; **William Broecker** rejoined station as writer-director after two years' Army service, and **Fred Rebman,** participant in WKAR-TV's station training program, hired as cameraman.

John Peter Ozog, formerly scenic designer and director, WCAU-TV Philadelphia, appointed art and scenic director for education station WHYY-TV Philadelphia.

NEW GATES TAPE-DISC SYSTEM PROMISES ENTIRELY AUTOMATIC RADIO OPERATION

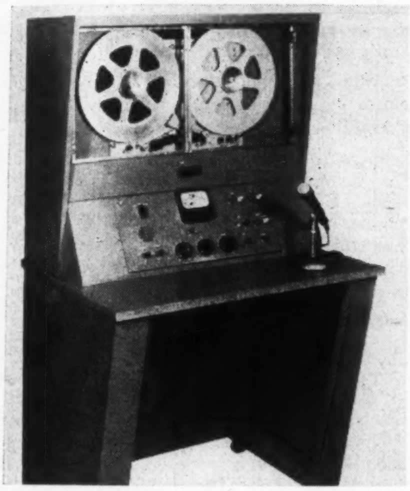
'Autostation' setup revealed by company has production unit for making up programs and a playback unit in which taped announcements may trigger a 100-disc record assembly or optional tape playback unit for unattended operation.

AUTOMATION in radio programming advanced another step last week with revelation by Gates Radio Co. that it has developed a new two-unit system incorporating facilities for both tape and 45 rpm discs and promising complete and automatic operation.

Known as the "Autostation," the system comprises a production unit for makeup of programs and a playback unit in which taped announcements may trigger a 100-disc Seeburg record assembly or optional tape playback unit for unattended operation.

The Gates system has been in development for months and differs from other automatic programming methods now on the market in several respects. Among claims advanced for the "Autostation" are "extraordinary" savings of time, a "tremendous potential in better programming" and up to 12 hours of complete, continuous and unattended programming.

A complete unit will be offered to radio stations (minus microphone) for $5,975, according to Gates officials. They predicted stations would recoup initial costs within a year's operation and that broadcasters will realize a considerable improvement in programming techniques. The system reportedly was installed initially at WCAZ Carthage, Ill., before it was decided to offer it commercially. There was no immediate indication how many units Gates would produce at the outset.



'AUTOSTATION' system, which was revealed last week by Gates Radio Co.

Gates reported a number of broadcasters already have seen prototype models and expressed interest in the system.

Interest in automated radio programming also was heightened recently when MBS urged its affiliates to buy or adapt such equipment for integrating network shows and local spots. Mutual officials at that time had in mind such refinements as those claimed by Gates [AT DEADLINE, June 18]. Automatic programming systems also were shown during the annual NARTB convention last spring [B•T, April 23].

In the "Autostation" (Model M5429) system, the production unit (M5404) provides for complete makeup of programs, including announcements, jingles, control tones for automatic operation of record-changer, and tone channels for operating other programming equipment (such as tape playback). The unit is employed for makeup only and not actual broadcasting. The completed production tape is placed on the former playback unit (M5409), which is utilized for actual broadcast purposes.

The production unit includes a special speech input console, three tone generators (or oscillators) and binaural tape transport mechanism. Speech system includes tape recording amplifier, monitor amplifier and speaker, microphone and turntable mixing channels. Gates describes the procedure as follows:

"The sound track for voice or music is on one-half of the binaural tape. The remaining half of the tape is employed for tones, of which three different tones are applied. One of these tones trips the record player and two remaining tones are available for starting up to two tape recorders, such as a delayed sporting event or to trip any two circuits, whatever they might be. Three keys on the control panel, when pressed, apply the desired tone. For operating, the announcer, let's say, is producing a disc show. He makes his first announcement, dubs in a jingle if he wishes. When announcement is over, he presses the tone key that will later automatically operate the record changer. He then makes his second announcement and presses the tone key again, and so on for all announcements on the show.

"When this tape is moved to the M5409 playback unit, only the first announcement is heard as the tone at the end of the announcement automatically starts the record player. When the record is finished, the second taped announcement automatically takes place which, like the first announcement, when finished starts the next 45 rpm record. This will continue for hours without manual attention."

Optional Equipment Available

The production unit measures 60 inches high and 34½ inches wide and the playback console 60 inches high and 42½ inches wide. Optional equipment may be supplied for the production model "ready to operate"—all save microphone and transcription turntable for dubbing in jingles. Playback unit has a record capacity of 100 45 rpm discs (both sides), with records and announcements claimed to retain the same level during automatic operation. Gates also reported that tape response is "equivalent to the best quality tape recording available today at 7½ or 3¾ inch seconds."

Gates emphasized these features for its "Autostation":

(1) Relay tone control system automatically provides announcements and direct record music for many hours without manual attention by virtue of a series of stops and starts.

(2) Principle behind operation of the production unit is that a station announcer may make all his announcements at one time for any length of record show. It would require only six minutes of his time to put together a 30-minute show.

(3) The tones are not heard over the air (because of binaural tape) and "the unreliability of subaudible tones" is eliminated.

(4) When the playback unit operates, tape is in action only when the announcement is being made and is shut off when the record is in progress, thus enhancing the capacity of

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WKRG TV

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a billion $. They look &
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with its CBS-ABC &
film shows. Local live
wrestling—the nations
best cooking show—the
best news show in the
world (or any other place)
Good Kid shows
WKRG is GOOD
GOOD
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CHANNEL
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Avery Knodel

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one 1,200-ft. roll of tape. Using a 60-second announcement as a basis, the capacity of automatic operation would be more than eight years—probably considerably more allowing for longer than 60-second spots.

(5) Records are inserted in the assembly in the order of playing preference, enabling the announcer to cue his announcements accordingly. The record player would have the capacity of 100 "hit" tunes and 100 less-known selections. Total playing time capacity would be 300 minutes for one side or 600 for both sides—or a maximum of 10 hours. When added to time used for jingles and announcements, maximum capacity is 12 hours of complete unattended operation.

(6) Delayed tape newscasts may be attached to the playback unit, and the announcer can make up on the production model and press a 700-cycle key when ready to operate it. The tone automatically starts the playback machine with the newscast instead of the Seeburg unit. When the newscast is finished, operations return to normal sequence with attendance. A third tone (1300 cycles) also may be utilized for still another automatic situation.

(7) Station breaks are usually handled by the announcer and put on the same tape; however, they also can be operated with use of a continuous loop tape recorder, using an extra tone.

(8) The "Autostation" system could serve to eliminate staggered work schedules for announcers at the average radio station and otherwise tighten up personnel operations involving sales, public relations and other duties, as well as "greatly improving" broadcast techniques.

(9) It takes eight seconds for the record player to cue up to the next 45 rpm disc, with about two seconds "dead" air between an announcement and the record's start. Without announcements, it could run the full eight seconds. Segue operation can be maintained with purchase of a second record player unit.

(10) The insert of a 30-minute network program into an afternoon of disc jockey program can be handled by having a technician or any station employe on the station premises to fade in the network, shut off "Autostation" and reverse the process. Gates reported it is developing a "fade time clock" for any switches from network to local operation, as well as other automation operation accessories.

(11) Splicing is the answer to any situation where all programs are not put on the production tape in sequence. But programming in sequence is still the best method. Additionally, announcing mistakes can be corrected by reversing tapes, erasing the announcements and re-doing them.

Defendants Given 20 Days To Answer Zenith Charges

MOTION to dismiss Zenith Radio Corp.'s $61,750,305 amended anti-trust suit against RCA, General Electric and Western Electric was rejected in Chicago District Court Tuesday. Simultaneously, Judge Michael L. Igoe ordered the three firms to file replies to the suit within 20 days.

Zenith was permitted to include England, Holland and Australia as countries in which it claims to have suffered business losses because of alleged monopolistic practices involving patents. Zenith's action is in the nature of an amended counter-claim to a suit originally filed in 1954 at which time it sought treble damages. Judge Igoe has permitted Zenith to increase its claims from $16,056,549 to the present sum because of cost of gathering worldwide depositions [B•T, May 28].

For Use in Low Light

RCA TUBE DIV. has announced a new developmental television camera tube designed especially for use in industrial and scientific-research tv applications where extremely low light levels are encountered. The tube, used in a standard television system and with proper amplifying equipment, operates successfully when its tube face is subjected to illumination as little as 1/100,000th of a foot-candle, according to a company spokesman. RCA last Monday also announced that its miniature permanent magnet speaker, built for commercial radio receivers, is being made available to distributors. The speaker is 2⅛ in. square, less than ¾th of an inch deep and weighs only six ounces.

TV SET SHIPMENT PACE BEHIND '55

SHIPMENTS of tv sets to dealers totaled 2,386,108 in the first five months of 1956, below the 2,677,630 shipped in the same 1955 period, according to Radio-Electronics-Tv Mfrs. Assn. May shipments totaled 326,979 sets compared to 356,893 in April and 348,181 in May 1955. Following are cumulative tv set shipments to dealers by states during the first five months of 1956:

State	Total	State	Total
Ala.	37,962	N. J.	81,995
Ariz.	15,965	N. M.	8,601
Ark.	25,867	N. Y.	268,472
Calif.	230,354	N. C.	53,810
Colo.	18,500	N. D.	7,183
Conn.	37,062	Ohio	129,481
Del.	5,917	Okla.	31,982
D. C.	19,941	Ore.	27,759
Fla.	78,502	Pa.	162,134
Ga.	53,955	R. I.	11,730
Idaho	10,054	S. C.	24,604
Ill.	126,832	S. D.	8,178
Ind.	57,711	Tenn.	43,702
Iowa	25,594	Tex.	132,537
Kan.	26,299	Utah	10,145
Ky.	40,025	Vt.	6,681
La.	48,128	Va.	45,485
Me.	14,316	Wash.	36,291
Md.	32,169	W. Va.	26,958
Mass.	72,857	Wis.	41,599
Mich.	91,966	Wyo.	2,794
Minn.	31,494		
Miss.	22,650	U. S. TOTAL	2,379,129
Mo.	53,568		
Mont.	7,254	Alaska	1,539
Neb.	20,410	Hawaii	5,440
Nev.	3,276		
N. H.	8,380	GRAND TOTAL	2,386,108

RETMA Appoints Stover

DONALD H. STOVER, formerly service manager of Sentinel Radio Corp., has been named service coordinator of Radio-Electronics-Tv Mfrs. Assn. He takes over the office Aug. 15. RETMA's vocational training program, designed to raise set-servicing standards, is now in its fifth year. The post has been vacant since the recent resignation of Al Coumont.

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500 W.
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Pop. 75,000 Families 21,200
Total Buying income $132,304,000
Represented by Devney & Co.

No Letup in Production Of Sylvania Tv Receivers

SYLVANIA expects to stay in the tv set business even though a number of receiver makers have left the field in the past few months, according to Don G. Mitchell, chairman and president of Sylvania Electric Products Inc.

Mr. Mitchell's observation is contained in a report to stockholders last week of Sylvania's sales and earnings for the first half of the year. The Sylvania head also reported that the firm not only will remain in the field, but plans "to obtain a steadily increasing volume."

He reported Sylvania's sales and earnings for the first half and the second quarter of 1956 as setting new records for any comparable period in the firm's history. Net sales for the second quarter hit a record $71,827,950, or 11% above the like period last year. For the first half of the year, sales totaled more than $155 million, or 12% greater than in 1955. Net income for the second quarter was $3,000,429, topping the previous record second quarter of a year ago when net income totaled $2,840,364. First half earnings similarly were up more than $1 million for a total $7,323,515.

The report indicated, however, that these new peaks did not stem from tv picture tube and the set making operations at Sylvania but more likely as a result of Sylvania's wide diversification.

Mr. Mitchell reported Sylvania's tv set sales "were soft during the first half," with the outlook for balance of the year improved. Total industry tv set sales should be a record-breaking 7.5 million, 200,000 of these in color, he said, and Sylvania tv picture tube sales were on par with other set makers.

Sylvania, in addition to its manufacturing of tubes, sets, lamps and lighting equipment, produces transistors, is engaged in the atomic energy field, sells tungsten and chemical products (e. g. fluorescent powders), electronic parts and various other products.

RCA New York Distributor Sold Out of Color Tv Sets

A TOP-LEVEL spokesman for Bruno-New York Inc., exclusive metropolitan New York distributor for RCA Victor tv receivers, indicated last week that the company has all the orders it can fill for RCA color sets through October. Dave Oreck, sales vice president, further revealed that in the week beginning July 9, 25% of Bruno-New York's set sales was in color receivers.

Through its agency, Daniel & Charles Inc., New York, Bruno-New York last weekend launched a special effort to further arouse public interest in RCA's new $495 color set and other receivers in the RCA 1956-57 line. The $318,000 campaign was to involve spot schedules on WRCA-AM-TV, WPIX (TV), WQXR and WNEW in New York, outdoor billboards, skywriting and newspaper double-truck spreads.

GE Awarded AF Contract

A MULTI-MILLION dollar leasing contract for standard commercial two-way radio communication gear—believed to be the largest ever signed by the U. S. Air Force Air Materiel Command for such equipment—was awarded last week to the General Electric Co., Syracuse, N. Y. Under terms of the contract, USAF bases may purchase station units and mobile radios as part of a local purchase program, rather than through formal overall Air Force channels. GE, in turn, will provide, install and maintain the units through the firm's several hundred authorized service stations throughout the U. S.

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CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

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CKLW

Channel 9
325,000 Watts

National Rep.
Adam J. Young, Jr., Inc

MANUFACTURING PEOPLE

A. H. Jackson, manager of engineering and development department, equipment division of Blaw-Knox Co., Pittsburgh, Pa., named vice president-general manager of equipment division plant, succeeding **E. C. Rook,** recently named vice president-general manager of firm's fabricated products group.

Maynard H. Patterson, vice president and general manager, Minnesota Mining & Mfg. Ltd., London, Ont., promoted to similar position with international division of parent Minnesota Mining & Mfg. Co., and **Kenneth J. Shea,** vice president and general sales manager of international division, promoted to vice president and general manager of 3M's Canadian subsidiary.

William L. Dunn, former president of Magnecord Inc., Chicago, and vice president of Raytheon Mfg. Corp., to vice president in charge of sales engineering, government and electronics division, Emerson Radio & Phonograph Corp., Jersey City, N. J.

MANUFACTURING SHORTS

Prodelin Inc., Kearny, N. J., announces new 28-ft. parabolic antenna for tropospheric scatter transmission, claimed as only large tropospheric antenna on market for which actual verified manufacturer's pattern and gain measurements are available. Antenna feeds are designed for use in 450-2,700 mc. range. Aluminum mesh reflecting surface and support provides 65-lb. wind load rating. Aluminum "K" frame is used and new design permits raising and lowering of antenna feed to facilitate installation and maintenance.

Andrew Corp. (antennas, transmission lines), Chicago, has introduced new type telescoping mast for mounting on station wagon, trailer, truck or use as independent field unit in mobile broadcast or pickup. Mast, available in 30, 50 and 100-ft. hydraulic or pneumatic models, incorporates patented valve system to coordinate sequence of sectional elevation for easy guying. Tallest model may be raised in 15 minutes, Andrew says. Units are described in Andrew Bulletin 8416.

Hoffman Electronics Corp., L. A., unveiled new line of television and radio receivers at its national distributors meeting and announced new color tv set to retail for $595. Black-and-white sets will begin at $129.95 for a 14-in. portable. Hoffman is featuring automatic tuning in new tv sets with push-button and remote control devices.

Reeves Soundcraft Corp., N. Y., has introduced new 16-in. cue disc, designed to faciliate radio stations' disc-jockey operation. Disc handles all sizes of records, preloads 45 rpm discs without adaptor, fits over regular turntables and retails at $12.50.

THIS 80-ft., 200,000 gallon water tower has been constructed at the site of a new General Electric tube factory now under construction in Owensboro, Ky. The tower is modeled after 6BK7-A, a vhf tube used in tv sets. Its real-life counterpart is only two inches high.

General Electric Co., has announced price reduction averaging 10% on 48 different medium power germanium rectifiers, which are used in broad range of electrical and electronic equipment, including tv broadcast transmitters. Price reduction was attributed to growing use of small size rectifiers and consequent lower manufacturing costs.

Librascope Inc., Burbank (Calif.) Div., marketing new small Noiseraser, magnetic tape degausser designed for hi-fi use. Model, N-HF, contains magnetic circuit which removes recorder signals from entitre reels of tape in matter of seconds, 4-6 db below standard erase head levels of demagnetization, firm claims. Recommended for standard ¼-in. tape on reels up to 10½ in., unit measures 7¾x4¾x3¼ in.

Philco Corp., Phila., has announced that "Audipage," new miniature device developed by Philco and to be used by ABC during coverage of political conventions and elections, will be marketed nationally through representatives and direct-mail campaign. Miniaturized receiver, which is said to be smaller than cigarette lighter, will list at $79.50, and is expected to have market in factories where conventional public address systems are not feasible.

RCA, Camden, N. J., reports shipping three-vidicon film camera to WDSU-TV New Orleans (ch. 6); live color studio camera to NBC in Burbank, Calif.; six-section superturnstile vhf antenna to KVSO-TV Ardmore, Okla. (ch. 12); uhf high-gain antenna to WTVH (TV) Peoria, Ill. (ch. 19), and 2-kw vhf transmitter to WMT-TV Cedar Rapids, Iowa (ch. 2).

Standard Electronics Corp., subsidiary of Dynamics Corp. of America, Newark, N. J., reports order of 25 kw vhf tv transmitter from KOTA-TV Rapid City, S. D. (ch. 3).

Radio-Electronics-Television Mfrs. Assn., setting up educational campaign to acquaint government, industry and public with service of land mobile communications industry. Carroll M. White has been named to direct campaign.

General Radio Co., Cambridge, Mass., has distributed new Catalog O describing company line of electronic instruments and parts. Requests for copies written on company or organization letterhead will be honored.

RCA Theatre & Sound Products Dept., Camden, N. J., marketing two new high-fidelity components: 12-in. coaxial speaker with frequency response of 40-18,000 cycles (SL-123) and 10-w combination pre-amplifier and amplifier with frequency response up to 20,000 cycles (SVP 10-A). Speaker retails at $55.95 and amplifier at $69.95. Department also reports development of three new "antenaplex" broadband amplifiers claimed to provide "greater economy and flexibility" in master-antenna vhf tv systems. New lower-cost amplifiers, available from distributors, can be utilized in small-to-medium tv distribution systems (motels, showrooms, department stores) and in closed-circuit tv installations.

Westinghouse Electric Corp.'s tv-radio division has begun publication of new four-page periodical, titled *Westinghouse Service News,* designed to keep firm's servicemen throughout country informed on industry developments. Newsletter, to be released at regular intervals, contains such information as transistor fundamentals, color-tv servicing facts, and sketches of Westinghouse "people, places and things" in news.

Admiral Corp., Chicago, announces new 1957 line of radios, including clock model at suggested list price of $19.95, described as a 20% reduction made possible by automation and use of printed circuits. Three other clock radio models are included and three table sets.

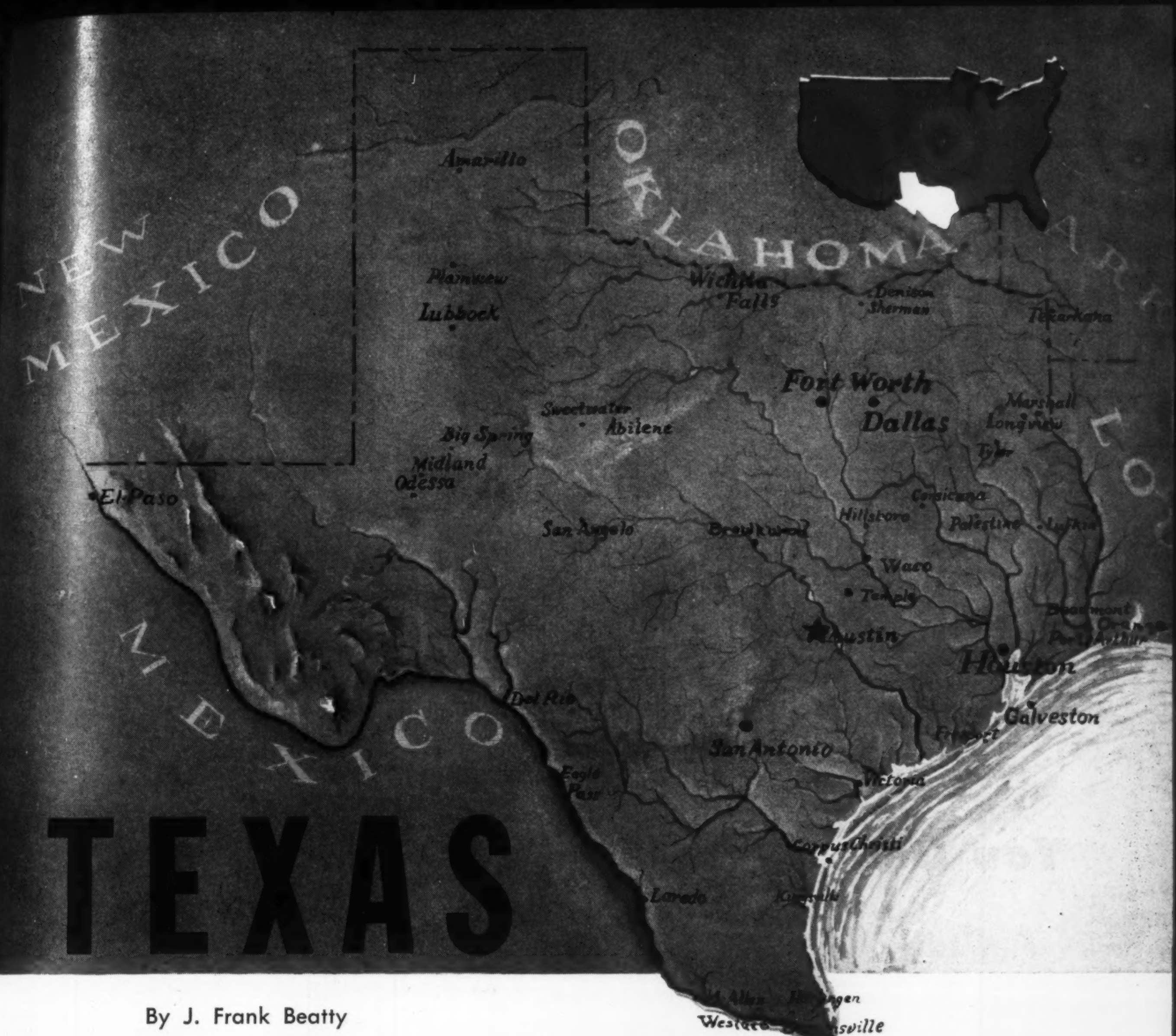
Warwick Mfg. Corp., Chicago, announces establishment of new research and development department in that city, with Edward S. White, formerly chief electronics engineer of firm, as director.

EMC Recordings Corp., St. Paul, Minn., introducing new line of magnetic tape playback equipment at Audio Visual Assn. in Chicago this week. New "Communicator" playback unit is portable, weighs 17 lbs. and was designed for use with pre-recorded tapes in school, church and industrial fields.

General Electric Co. has announced contract providing for leasing of mobile radio units as regular trucking gear. Under arrangement made with Ryder System Inc., said to have "multi-million dollar potential," GE will lease two-way radio units for installation in trucks owned by Ryder. In turn, Ryder will offer radio-controlled pickup and delivery to customers obtaining transport equipment from Ryder on lease basis.

Sylvania Electric Products Co., Buffalo, N. Y., unveiled full 1957 radio-tv line, including two color tv receivers, 15 monochrome tv sets, five new radios and two high fidelity phonograph models at regional distributors convention in Chicago. **Sylvania Electric Products Co.,** N. Y., has appointed Virginian Electric Inc. of Charleston, W. Va., as area distributor.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings


NEW MEXICO
OKLAHOMA
AR
LO
MEXICO
Amarillo
Plainview
Lubbock
Wichita Falls
Denison
Sherman
Texarkana
Fort Worth
Dallas
Marshall
Longview
Tyler
Sweetwater
Abilene
Big Spring
Midland
Odessa
El Paso
San Angelo
Brownwood
Hillsboro
Corsicana
Palestine
Lufkin
Waco
Temple
Beaumont
Orange
Port Arthur
Austin
Houston
Galveston
Del Rio
Freeport
San Antonio
Eagle Pass
Victoria
Corpus Christi
Laredo
Kingsville
McAllen
Harlingen
Weslaco
Brownsville

TEXAS

By J. Frank Beatty

OIL WELLS AND INDUSTRY NOW RULE THE LAND OF THE LONGHORN

THE TROUBLE with Texans is they don't know how to brag.

They talk about their Cadillacs.

But they don't mention the four million gas-eating, tire-wearing Fords, Chryslers, Chevrolets and other autos. Texas has only 42,041 Cadillacs, 1 out of every 100 cars—and five other states have more than that.

They brag about their millionaires.

But they skip the average 8.8 million people—fifth state in the U. S.—who are spending $10 billion at stores this year. It's not likely any of those millionaries can smoke any more cigarettes or nuzzle any more beer bottles or squeeze any more toothpaste than a mechanic in an airplane plant.

Texans rave about their cattle.

But—and this news hasn't hit the headlines—Texas now has more people than cattle. The figures: 8.8 million people; 8,586,000 cattle. Sometime last year people became more numerous than cattle, an event that may some day be cherished as a sacred event in Texas history.

They boast of their droughts, these Texans.

Yet they seldom mention the vast underground reservoirs of water or the serious efforts to conserve surface water resources.

They holler about their oil wells and about the typical oil baron who doles out a million dollars before lunch to buy a Madison Ave. hotel so he and his guest can eat in privacy.

But they completely ignore a million or more people who live off oil supply and processing industries and small royalty checks—people who supply a good share of the Texas spending dollar.

Gas! The wheezing nuisance that once was flared off is now the source of thousands of plastic products.

Gas joins Texas oil in providing the world's greatest source of power, plus fuel and plastics.

They're funny sometimes, in Texas, as they brag about the awful winds.

The cool night breezes on the high plains and the off-shore Gulf zephyrs are hardly mentioned.

They even brag about summer sunshine that will singe the pinfeathers off a prairie hen.

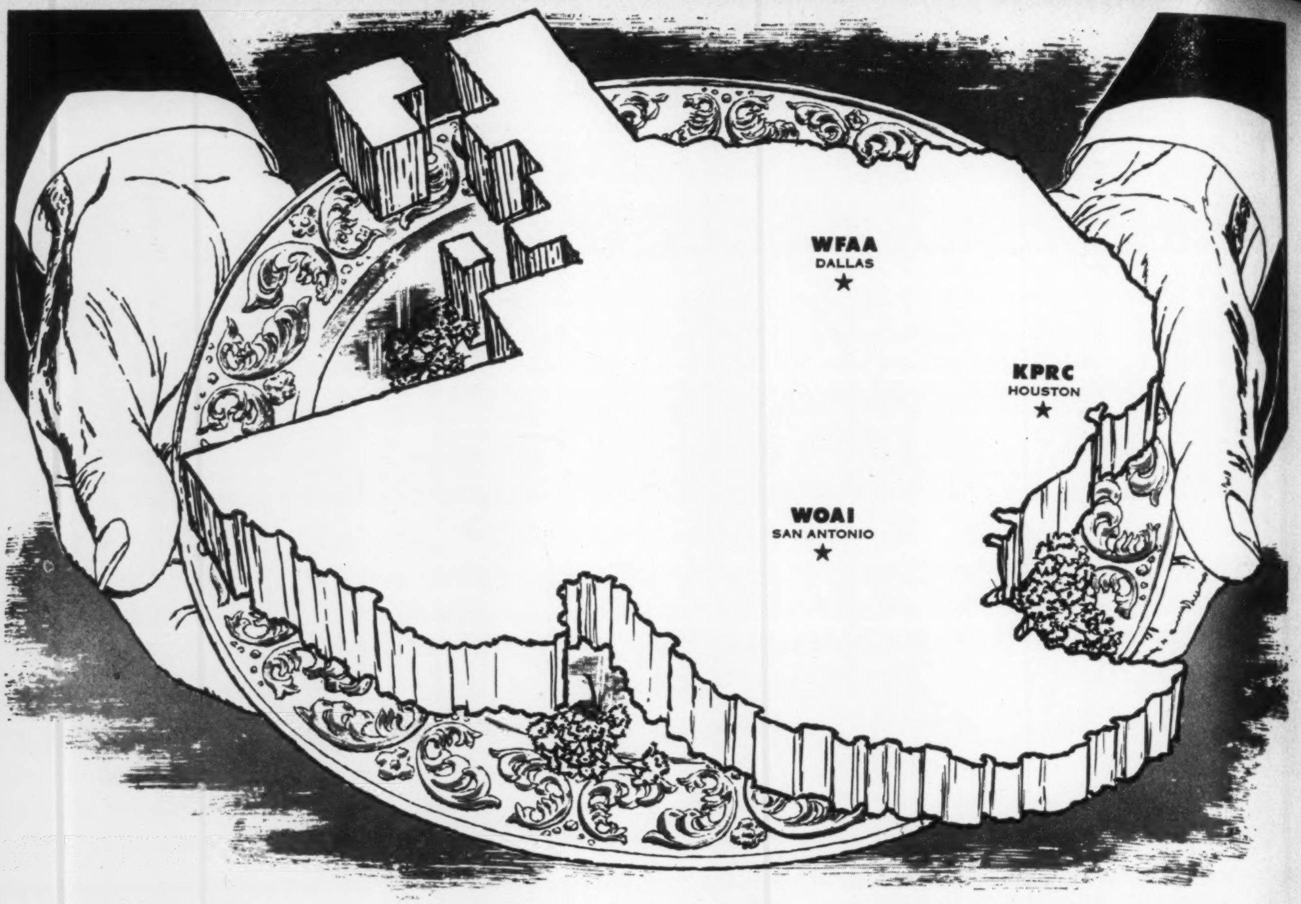
Without explaining how living is cheaper; industry operates at lower-cost on a year-round basis; power plants can be built in the open without walls, and air-conditioning is so prevalent that motorists without it in their autos—so Texans say—drive in mid-summer with the windows up so friends won't know their shame. And home air-conditioning is a big industry.

Texans drool about the prowess of the Mustangs, Longhorns and other football teams.

But seldom mention their great educational and medical centers, where classical and professional pedagogy match those of any area.

The vast, arid praries!

Vast and arid, like they say. But the source of $1.88 billion farm income from fields wetted down by underground water where rivers and rain aren't available. They yodel "Don't Fence Me In" and then feature high fences in the backyards of their new houses. Or they



You Get 87% of TEXAS*

WHEN YOU BUY THE

TQN

GROUP PLAN

Texas' largest radio audience is yours when you buy WFAA-Dallas, KPRC-Houston, and WOAI-San Antonio under the Texas Quality Network Group Plan. For both program and spot advertisers, the TQN Group Plan offers the only medium which gives such tremendous Texas coverage at the lowest possible cost per thousand.

The TQN "Big Three," each consistently first in its own coverage area, reach 87% of Texas radio homes PLUS 14,760 radio homes in bordering states.

If you are interested in Texas, you can tell your story best, and sell your product best by using the Texas Quality Network Group Plan.

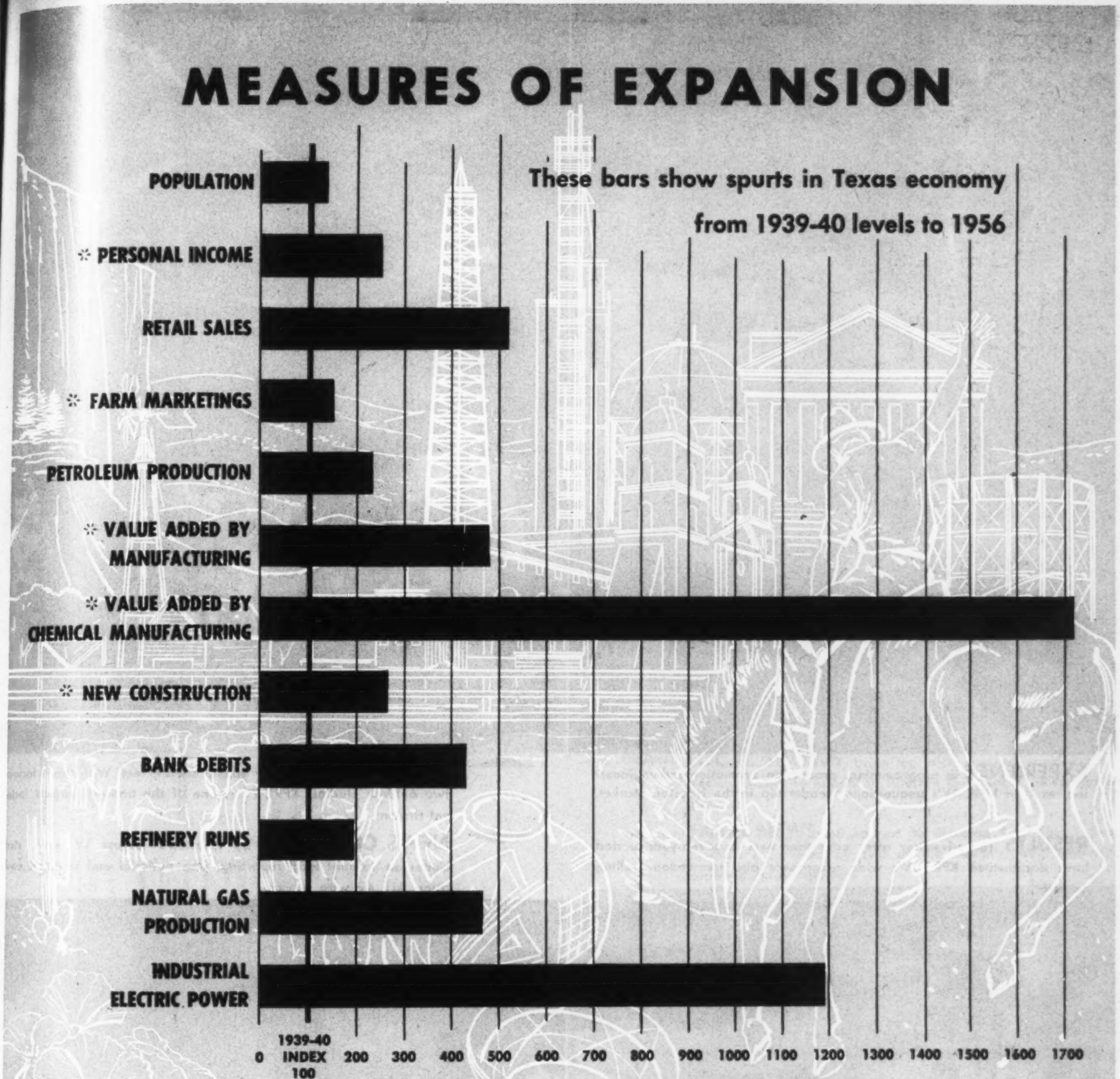
*Radio homes—Nielsen 1952 SAMS 1952

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

WFAA
DALLAS
820 570

KPRC
HOUSTON
950

WOAI
SAN ANTONIO
1200



*** Comparisons marked with (*) are based on a constant dollar—the average purchasing power of the dollar in 1947-49. Dollar comparisons not marked with (*) are based on actual 1939-40 dollar. Material in this chart was supplied by the U. of Texas Bureau of Business Research.**

vocalize "Deep in the Heart of Texas" with never a thought of the highly developed perimeters.

Distances are being trimmed down by modern transportation. Texas leads the nation in road mileage and money spent on improvements ($300 million this year). What's more, Texas is the No. 2 aviation manufacturing center, and they herd cattle, scatter insecticides and defoliate cotton plants by plane and helicopter.

They do a lot of bragging, the loyal citizens and ex-citizens of Texas, but they often forget to brag about the important things.

The strangest paradox of all: The antique state government has no bureau to record or promote the charms, prosperity and market growth; only a few meagre statistics are collected. Texas, of all states! Luckily, the U. of Texas does a thoroughly professional job of taking the state's pulse, but it can't serve as an exploitation agency.

Maybe there's another paradox in the prohibition situation. There's plenty of beverage around, though half the 254 counties are dry. They still chant the old one—as long as a Texan is sober enough to stagger into a polling place, he'll vote dry.

Obviously, Texans away or at home fall into the let's-talk-it-up spirit. They try so hard to live up to their legends they often forget that:

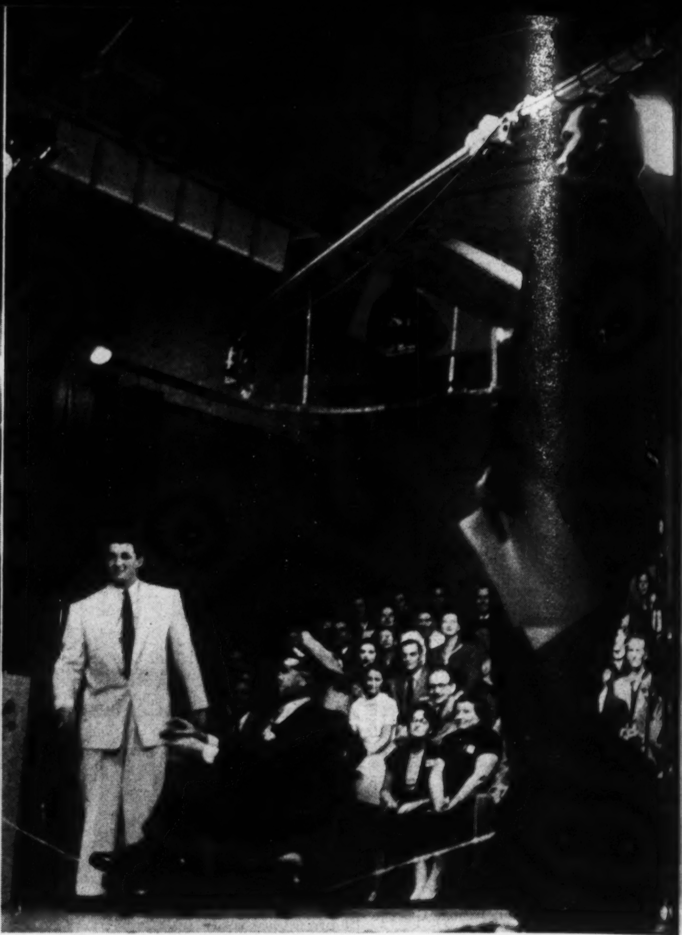
- Texas is by far the fastest-growing industrial center in all the United States.
- Its agriculture, like its land area, surpasses that of the 47 other states.
- Without any crowding, Texas could tuck all the oil under California's relatively young (geologically) fields into one of its bountiful producing areas.

Any economic look into this highly ballyhooed state is likely to be subject to suspicion, no matter how impartial. The explanation is simple:

- Texas has more natural resources than any other part of the nation, and the story of its recent development centers around a series of startling industrial and marketing trends.

Most dramatic of these trends is the postwar evolution of petrochemistry—with atomic energy, one of the two "industries of the future." Texas has an overwhelming share of petrochemical plants which squeeze and freeze synthetic rubber and countless thousands of other new hydrocarbons out of refinery leftovers and the moisture in natural gas.

For decades Texas was a raw-material area; for a decade-and-a-half it has been processing this material. Following this familiar economic pattern, Texas has every



EXPERIENCE in programming, production, promotion and engineering result in KPRC-TV's unquestioned leadership in the Houston Market.

RESULTS for advertiser after advertiser over a seven-year period have documented KPRC-TV's wide acceptance and tremendous selling power.

FACILITIES spread over 46,000 square feet. With three indoor and two outdoor studios, KPRC-TV is one of the nation's largest independent stations.

NEWS COVERAGE by Houston's largest TV news staff includes on-the-spot local reporting, plus national and regional coverage using ALL AP wire services.

SUGAR CRISP

KPRC-TV... MOST POTENT ADVERTISING FORCE IN THE HOUSTON MARKET*

LOCAL SHOWS, using top talent are programmed with a Southwestern accent to appeal to Houston Gulf Coast viewers of all income groups.

FARM NEWS of interest to Houston Gulf Coast farmers and ranchers is covered by two of the nation's most experienced, best qualified farm reporters.

No other station equals the tremendous advertising force of KPRC-TV — Houston's Number One Station for over seven years.*

*According to April, 1956 ARB and all other surveys since first telecast in 1949.

KPRC-TV

HOUSTON · CHANNEL 2

Jack Harris, Vice President and General Manager
Jack McGrew, National Sales Manager
Nationally represented by Edward Petry & Co.

First in TV — with over 700 man-years experience chance of becoming one of the top industrial states—maybe *the* top.

Texas is building its own market for its products, plus a national market. In the 1940-60 period, the population of the U. S. will increase 45 million—four million of this taking place in Texas.

AN ENTHUSIASTIC Texan—and most of them are—looked around his bank (City National, Wichita Falls) and sputtered:

"What do you mean, there's a lot of waste land in Texas?"

Oral Jones, banker and obviously a life member of the We-Sure-Do-Love-Texas Club, sensed he had nibbled at an easterner's bait so he offered this significant piece of advice:

"Anybody in Texas who sells his land is crazy."

In nine short words this prominent southwestern banker tied the future of Texas into its past—and present.

He said, in effect, that Texas is enjoying fantastic expansion because of the treasures coming out of its underground and the riches produced from its soil.

Texas is big and booming but it isn't a land of 10-gallon Stetsons with an oil derrick in every backyard and a herd of fat steers on the court house lawn. It isn't a land of sun-tanned, bow-legged sons of the prairie who park their pintos and limousines in front of a swank Petroleum Club with gold-plated plumbing in the rest rooms, and then tear into a light lunch of a three-pound steak and a jug of cactus juice.

To be blunt about it, Texas isn't quite like some of the colorful pieces written after three days in Houston's Shamrock, articles packed with legends like the one about the nearsighted oilman who had his prescription ground into his Cadillac windshield, or the Baptist pastor out on the plains who had to baptize with a moist sponge.

Texas cities are modern and like any other state, except on rodeo and festival days. There are few 10-gallon hats or high-heeled boots in the larger cities. Several dozen hat-check girls around the state reported not a single tall hat on their racks in the early summer. Some of them reported no hats at all, others regular down-east straw hats and a few western-type Stetsons with a somewhat wider brim. You can walk all day in Dallas and not see a pair of fancy boots.

But Texas is going places. Not in a frantic hurry, like California; rather, at a bit more relaxed pace than the ulcerated East or the West Coast. A wandering observer who travels across and up and down Texas—and it's a good 900 miles either way—will see fascinating progress, much of it in clusters and strips. The 300 miles of Gulf Coast from Orange to Corpus Christi is studded with refineries, petrochemical and chemical plants, rice fields and pastures. Here is one of the world's more spectacular examples of sudden and successful expansion.

From the Oklahoma line southward through Dallas-Fort Worth, Waco, Temple and Austin to San Antonio are farm, industrial and commercial developments that support an extensive population. Here, too, the word "boom" is inevitably used in tracing the growth. Such furiously spreading plains cities as Lubbock, Wichita Falls and Amarillo are reaping underground wealth from the crude oil reservoirs and extracting enormous crops from vast acreage that often is wetted by underground wells.

In West Texas new petrochemical plants are joining petroleum industries and cattle to siphon new wealth into a series of cities. The Permian Basin has the eyes of the world looking at the fossil-fuel reserves. Finally, El Paso at the western tip is spreading around the base of Franklin Mountain, and up the mountain itself. Down the Rio Grande Valley, Del Rio and Laredo are growing and a whole series of thriving cities will be found in the lower valley at the southern tip of Texas.

A tour of Texas is bound to wreck the preconceptions of a non-Texan who takes the trouble to sniff the economic fragrance of a Port Arthur refinery or gape at Lubbock's cottonseed plants and pyramid warehouses. Longhorn cattle are practically extinct. More common are beefy herds of white Brahman cross-breeds, black Angus or fat Herefords. While the cattle are moving eastward, the beef business continues active on the central and western plains.

EXPANDING MARKETS

IN THIS, the seventh in a series of reports on the nation's changing market economy, B•T explores the pulsating Texas market. Earlier articles have covered The South (Nov. 15, 1954), Georgia (Dec. 27, 1954), The Carolinas (March 21, 1955), The Mid-Gulf States (June 27, 1955), The Pacific Northwest (Jan. 9, 1956) and California (Jan. 30, 1956).

Texas, 1956 model, is actually four economic states, all collecting and spending dollars at a faster rate than the nation as a whole. They live well and comfortably, even with above-average temperatures, because they are air-conditioning homes, offices and automobiles as fast as they can get equipment installed.

The four economic states, for purposes of this review, are East, Tidewater, Central and West-Panhandle. All share the recent progress, plus the unusual Texas loyalty that typifies the business and civic life of the state. East Texas is moist, verdant and a transition between Louisiana-Arkansas and the drier plains. The Gulf Coast or Tidewater starts at Orange, on the Louisiana border, and arcs southwestward to Port Isabel-Brownsville, where a nest of cities is developing.

Another of the four dominant economic states, Central Texas, is dotted with major cities. Dallas and Fort Worth are often described as North Texas but they are an integral part of a populous strip between Oklahoma and San Antonio.

The fourth, or West-Panhandle area, is marked on the north by Amarillo's high plains, which run southward through Lubbock; lower plains at Wichita Falls (having close ties with Oklahoma and Fort Worth-Dallas); south to San Angelo and west across plains and mountains to El Paso.

THE DOLLAR-MARK history of Texas was much duller than its political history up to the turn of the 20th Century. Six flags flew, with varying success, over diversified soils ranging from the Louisiana border westward some 800 miles. Spain, France, Spain again, Mexico, Republic of Texas, United States, and the Confederacy held title to an area that finally was whittled down to its present size. Even today, the area of Texas is greater than the combined states of Pennsylvania, New York, Indiana, New Jersey, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island, Delaware, Maryland, Maine and Louisiana, with enough room left over for some big ranches—one-twelfth of the U. S. area.

The impact and remains of daring pioneers and literally billions of four-footed animals had been absorbed into the soil of Texas over dramatic, if mostly unprofitable, centuries up to the most important year in the state's economic history. That year was 1901.

Two events that shaped the destiny of Texas happened that year. First, a series of gushers blew in near Beaumont, confirming geologists' hunches that petroleum riches abounded in parts of Texas. Spindletop was the first of what turned out to be a statewide oil reservoir that is known to total at least 18 billion barrels. At that time Texas had a population of 3 million and no city of more than 65,000 population.

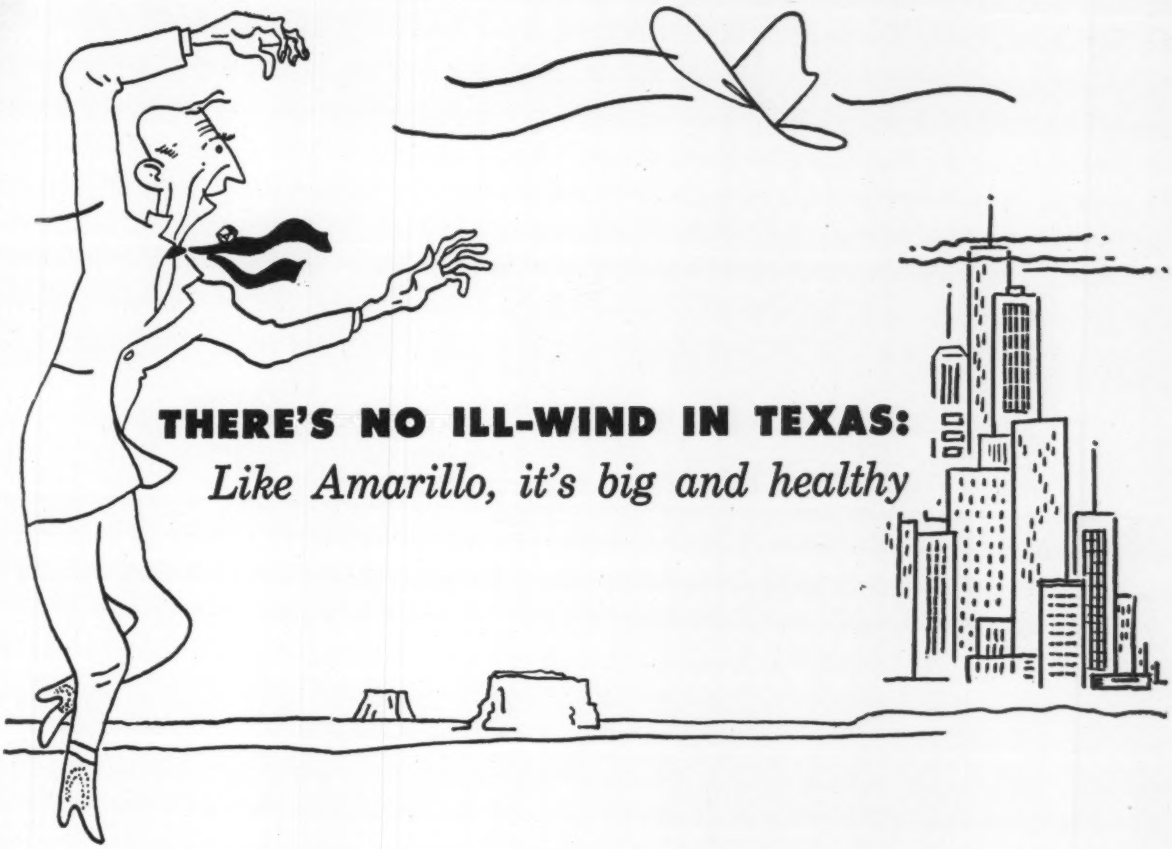
The second event of 1901 happened in Fort Worth, where a meat-packing plant was started. Spindletop started an oil industry boom, followed by related transport and processing industries and a series of related industries centered around gas and chemical processing. Fort Worth quickly became an important cattle city, and cattle processing became an industry. Up to that time most cattle had been shipped to northern plants.

Modern Texas is a neatly balanced economic entity based on oil and gas, cattle, cotton and sorghum, lumber, the newer chemical plants, metal fabricating and commerce. Texans are now processing much of the raw stuff that comes out of the earth's surface and sub-surface. Transportation is of top importance due to the extensive area and the wide separation of markets. Wholesale and retail distribution plus interstate and foreign commerce rank high among the 48 states.

Texans, therefore, are becoming self-sufficient. They are building homes furiously, using Texas wood, gypsum, stone, minerals and bricks. They supply their own power from gas, gas-generated electricity, oil and even some hydroelectric plants. Many of them ride around in autos "Made in Texas by Texans." They make airplanes and helicopters, mostly for the armed forces. They refine Texas gasoline for their autos and trucks, and raise a lot of their own food.

The population has grown from 3 million in 1900 to 6.4 million in 1940, 7.7 million in 1950 and should reach close to 11 million in 1960. The general shift of U. S. population westward and southward is swelling the population.

Consumer and fabricating industries, keeping pace with the utilization of the richest mineral resources found anywhere, provide jobs for nearly 2.5 million persons.



THERE'S NO ILL-WIND IN TEXAS:

Like Amarillo, it's big and healthy

You may have heard about a Panhandle wind-gauge—a concrete block at the end of a ten-foot chain anchored to the top of a ten-foot pole. If the chain and block are blown parallel to the ground, it's too windy to work. No need for paint-removers hereabouts, either. Folks just put the woodwork outdoors, fasten it down, and let the wind blow the paint off.

Like most Texans, citizens of Amarillo have a fondness for tall tales. Actually, the biggest wind on our records was a 75-mile-an-hour gale. Cotton John, our farm editor, says it disrobed a young lady crossing Polk at Sixth. She was spared embarrassment, though, because the same wind blew sand in men's eyes, opened a store door, and sailed her right up to the dry-goods department, where it wrapped her in a piece of red and green calico. Cotton John's got a piece of sand to prove it. He also has a passel of surveys which prove he and we have a loyal following throughout the Amarillo trading area (an area which has made Amarillo the nation's leader in retail sales per household for several years running).

KGNC - AM & TV
★ Amarillo

NBC AFFILIATE

TV: Channel 4. AM: 10,000 watts, 710 kc. Represented nationally by the Katz Agency

BIGGEST TEXAS REFINERY IS OPERATED BY HUMBLE OIL CO. NEAR HOUSTON. IT HAS CAPACITY OF 282,000 BARRELS

OIL: TEXAS' BIG SOURCE

LIQUID GOLD—18 billion barrels of it—lurks in underground strata beneath much of the Texas area, fortuitously deposited millions of years ago as primitive plant and animal life was converted by nature into the raw material that powers the 20th century's industry and transport. Oil is Texas' No. 1 source of income.

Over a billion barrels of oil are produced every year in Texas, nearly half the U. S. total. Texas has taken the lead in conservation measures, but they still dig holes in search of new reservoirs. Thousands of new wells were brought in during the first half of 1956 and at least twice as many holes produced nothing worth while, or possibly gas. All this digging gave Texas another industry —a billion dollars of oil hunting.

Crude oil production has totaled 18 billion barrels in Texas, over a third of the national total. This has been valued at $30 billion, with over half the production in the last decade.

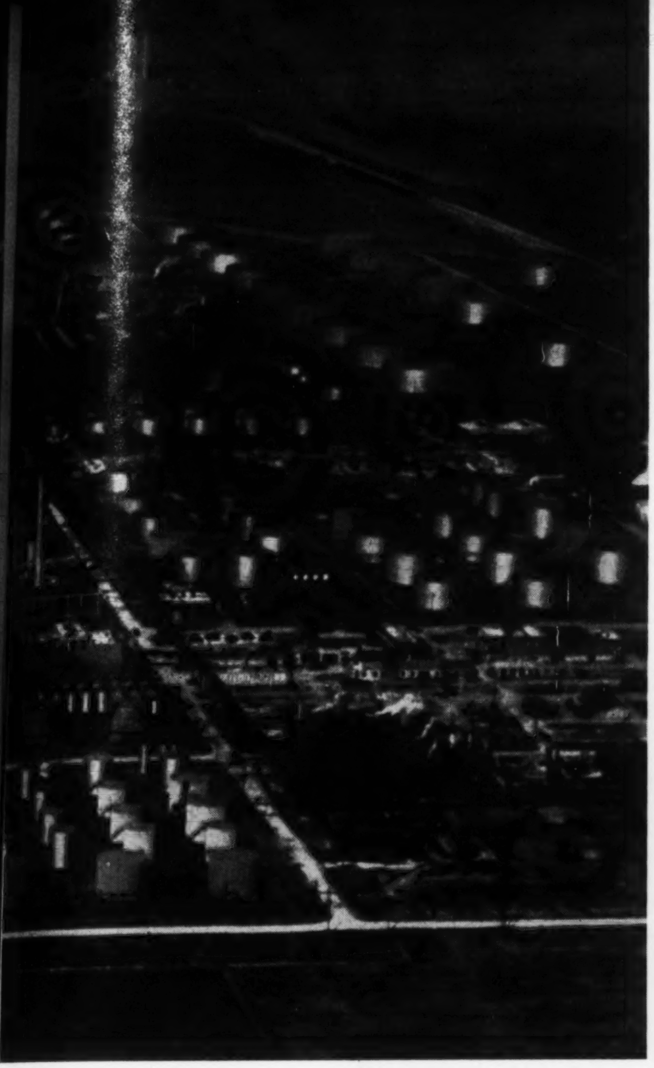
While U. S. consumption of petroleum has increased a third in the last five years, the Texas Railroad Commission maintains strict control over oil production and the state has led the nation in conservation. Proved reserves of Texas oil are estimated up to 18 billion barrels, half the national reserves. Nobody knows how many billion barrels will come out of the tideland—the 10½ miles of offshore reserves now in a very early state of exploration. Then there are the untapped land reservoirs 15,000 feet and more below the surface, plus unfound shallow oil. Already major oil companies are operating costly floating rigs in the Gulf, flying personnel and supplies by helicopter. Each such project involves a young fortune.

Spindletop (see photo) called attention to Texas and its oil. For a time its slippery product sold for only 3 cents a barrel, 1/100th of the price a good gravity barrel will bring today. Spindletop gushed out 17.4 million barrels in 1902. Despite the low price, other fields were tapped and the hopeful search for oil never stopped. When the big East Texas field was opened a quarter-century ago, the price went down again and the militia shut down the field until conservation measures could be put in operation.

Development of refining and cracking techniques led to new chemical industries (see petrochemical story, page 86). Automotive transport bloomed, consuming large quantities of gasoline. High-octane gasolines from cracking plants helped speed development of aviation. Texas refines two-thirds of its crude, reaching first place in refining in 1930 and now doing 28% of the total refining. Of this, 90% is confined to the Gulf Coast.

As oil pumps fed more millions of barrels into pipelines and refineries, another major industry began to develop, diverting the wasted gas from oil wells to industrial and domestic uses. Gas ceased to be a nuisance. Currently natural gas heats and powers much of the economic machinery. Together, Texas oil and gas are responsible for a fourth of the nation's energy.

Over 5 trillion cubic feet of gas are produced in a year by Texas, with much of it consumed locally and the rest fed into extensive pipeline networks. Three-fourths of Texas gas is "wet" and the "squeezings" provide 180 million barrels of such liquid fuels as butane, propane and natural gasoline. Butane and propane are used



PER DAY. MOST TEXAS REFINERIES ARE ON GULF COAST

OF INCOME

as domestic fuels and as raw materials for the petrochemical industry. Texas gas reserves are estimated at 107 trillion cubic feet, over half the U. S. total.

The state of Texas gets 4.6% of the value of every barrel of oil produced, running around $150 million a year in taxes and feeding $75 million a year into the support of public schools and $25 million into university funds.

A whole network of satellite industries has developed around oil, including drillers' supplies, pumps and fittings, pipes and transportation. With good prospect that the supply will be maintained for decades, the state is confident it will get a minimum of $3 billion a year out of its earth-fed petroleum.

Close to 100% of all oil coming out of the Texas earth goes immediately into a pipe. Next it moves to a local or regional refinery, or into a pipeline or vehicle that carries it to distant refineries. Pipelines in the state total 60,000 miles.

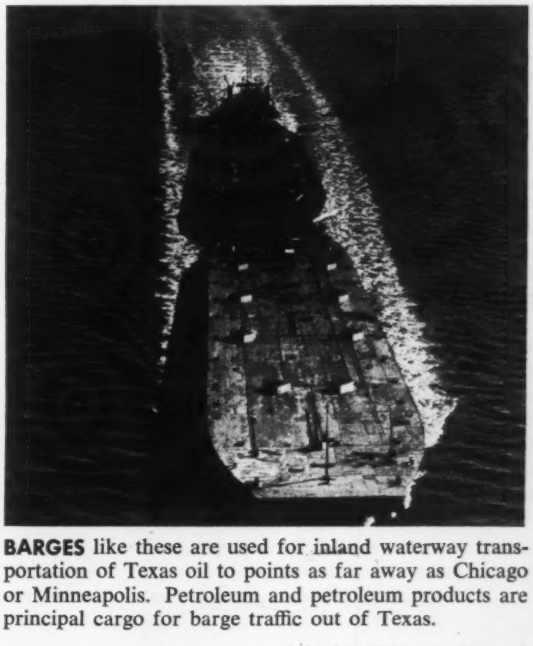
Price and import problems keep oil men in a persistent tizzy. With energy needs of the country expanding rapidly, Texans hope their organic mineral industries won't be artificially restrained by torrents of foreign oil or governmental restrictions.

Even so, there's scarcely a day that isn't marked by the puncturing of the Texas surface as several dozen drills start probing for black wealth. Daring wildcatters often dig where geologists say drilling would be folly. Around the state are uncounted thousands

Continued on page 84

MONUMENT marks site of "Spindletop," first gusher strike near Beaumont in 1901. This started new economic era in state which until then was known mostly for cattle raising and vast but unproductive desert land.

TANK CARS used to be major means of transporting Texas oil, but now carry only roughly 6% of total production. Forty percent goes into network of interstate pipelines, 33% into tankers and barges, 21% into trucks.



BARGES like these are used for inland waterway transportation of Texas oil to points as far away as Chicago or Minneapolis. Petroleum and petroleum products are principal cargo for barge traffic out of Texas.

OIL *Continued*

of comfortably-fixed residents whose venture dollars put drills into uncharted oil reserves.

It took three decades after Spindletop, but Texas finally grabbed the national oil refinery lead in 1930 and its huge refineries now produce 28% of the U. S. total.

Present Texas refinery capacity is approaching 2.5 million barrels daily. It costs about $1,000 per barrel daily output to build a refinery, indicating the stately stacks and pipes that produce gasoline and related products have a going value of maybe $2.5 billion.

Texas doesn't have a near monopoly on refining, as in the case of petrochemical plants, because oil can be shipped easily by barge, tanker and pipeline. The state has the advantage of a nearby supply and a ready market for the leftovers used as feedstocks by the petrochemical plants.

As auto engines increase their compression and the demand for potent aviation fuels expands, refineries adopt new and better ways of cracking these hydrocarbons. This involves new capital.

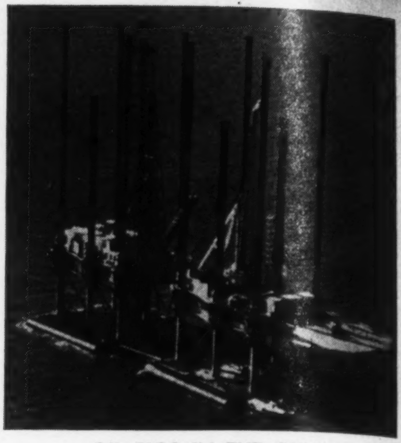
Some of the refineries are tremendous, as are the tank farms that adjoin the working equipment. Largest is Humble Oil & Refining Co. at Baytown, with 282,000 barrels-per-day crude charge capacity. Other big ones are Gulf at Port Arthur, 245,000; Texas at Port Arthur, 230,000; Magnolia at Beaumont, 182,500. Expansion projects include Humble; Gulf and Texaco at Port Arthur; Cosden at Big Spring; Sinclair and Shell at Houston; Southwestern at Corpus Christi; Texas at Amarillo, and American at Texas City. Projected increases are North American Petroleum, at Corpus Christi, and Aviation Fuels, at Beaumont.

WHERE there's oil there's gas, and vice versa, around Texas. Now a source of one-fourth the nation's energy, the hissing stuff that once had to be flared or capped because it was a nuisance is one of the biggest resources in Texas. Half of U. S. gas is supplied by the state, with half of the state's 5.74 billion cu. ft. output going into a nationwide pipe network for out-of-state use—and netting Texas a neat $500 million annually. These postwar pipelines, plus development of petrochemical plants, are responsible for the industry's growth.

As the use of gas increases, the known supply increases. The current known reserve of 107 trillion cu. ft., half the national total, is double the figure 20 years ago. Some of the offshore drilling operations are running into gas reserves. They've already found 10 trillion feet.

Two-thirds of Texas gas comes from gas wells, with the rest emerging out of oil-producing reservoirs A lot of the gas is "wet," providing around 180 million barrels of natural gasoline, butane and propane. These liquids are stripped from the gas before it goes into the pipeline network. They are worth hundreds of millions of dollars and nobody misses them. Some gas is turned back into oil wells to keep up pressure.

Liquids stripped from gas and refinery by-products are the principal raw materials used by the petrochemical industry (see petrochemical story page 86). With such convenient sources of basic materials, chemical and petrochemical plants find Texas an ideal site. They get cheap electricity from gas-fired generators. Several aluminum plants, notorious power eaters, are taking advantage of this resource.



OIL RIGS IN THE GULF

For a long time to come, Texas industrialists believe, gas will hold its rank as Texas' second most important mineral, next to oil. Its place in the Texas economy will become more important as more petrochemical plants are built, since the value of a cubic foot of gas increases over 12 times when it is used by a petrochemical plant compared to 2½ times when used as fuel.

MANUFACTURING

JUST a decade-and-a-half ago Texas was completely dependent on non-Texas metal sources for the iron, steel and aluminum used in its industry and construction. World War II inspired Sheffield Steel Co. on the Houston channel and Lone Star Steel Co., north of Longview. Together they turn out 1.5 million tons a year. Lone Star uses Texas iron ore exclusively, and there's plenty of it. Sheffield uses some of the east Texas ore. LeTourneau Inc. at Longview, Texas Steel at Fort Worth and American Bridge's pipe mill at Orange are other projects.

But Texas is prominent in the metals field because of its three major aluminum plants, ranking No. 2 in the U. S. Alcoa has smelters at Point Comfort, on the coast, and 150 miles inland at Rockdale, northeast of Austin. Texas is Alcoa's top producing state (270,000 tons). Reynolds Metals has a plant at Corpus Christi.

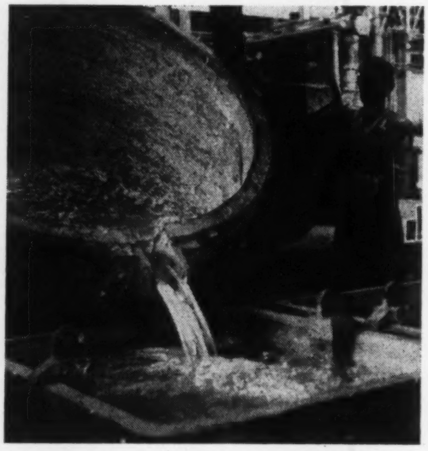
At Rockdale, Alcoa uses local lignite (low-grade brown coal) as fuel. At Point Comfort Alcoa is building a $45 million alumina plant (alumina is a white powder derived from the first steps in the reduction process). Point Comfort adjoins the Gulf and is handy for bauxite imports. Alcoa has developed all this since 1950.

Reynolds is doubling its Corpus Christi plant, where it has about 90,000 tons annual production.

Texas' future in aluminum seems assured not only because of its transport advantages but because of the low-cost power sources—gas and lignite. Power costs—and aluminum plants are electricity eaters—compare favorably with the hydroelectric rates in the Pacific Northwest.

Copper is another important Texas metal. Southwestern copper and silver ores are processed at El Paso, with Phelps Dodge Refining Corp. and American Smelting & Refining Co. having huge plants in this far corner of the state. A government tin smelter was built in Texas City during World War II. Amarillo has zinc smelting.

Manufacturing growth in Texas has increased at a pace almost matching the startling development of petrochemistry. Transportation equipment is a major industry, including four aircraft plants and two large auto assembly plants employing about 65,000 persons. Output is near the half-billion mark in value added by manufacture. The four plane plants are Consolidated-Vultee (Convair), Fort Worth; Chance Vought, Grand Prairie, between Dallas and Fort Worth; Temco Aircraft, Grand Prairie, making assemblies and parts, and Bell Aircraft, Fort Worth, helicopters. Major assembly plants are operated by General Motors at Arlington, near Fort Worth, and Ford, at Dallas.



ALCOA ALUMINUM AT ROCKDALE

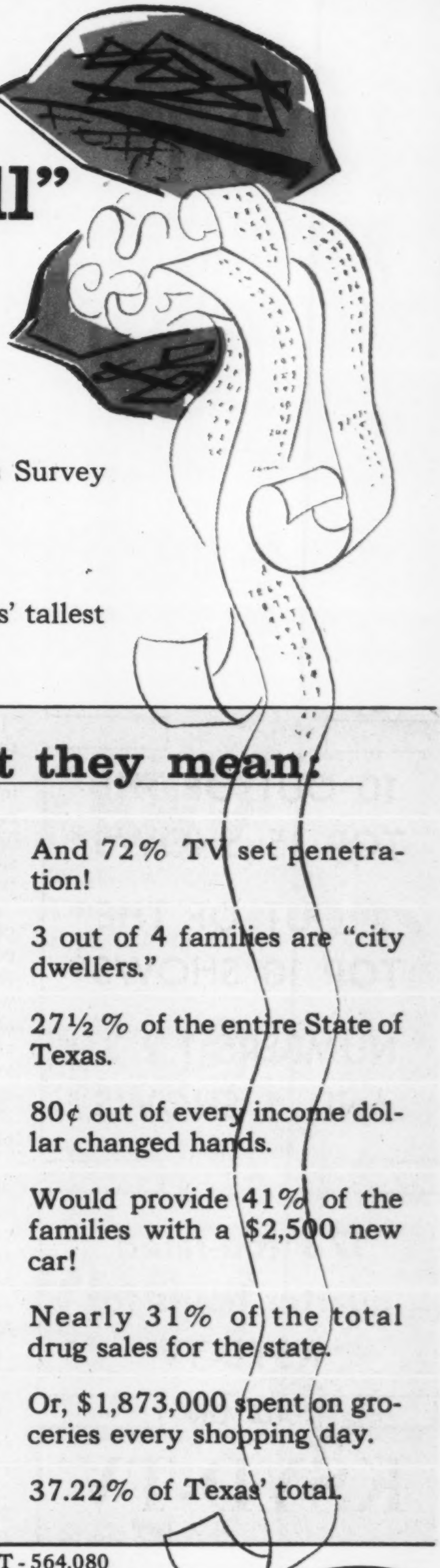
Major industries are developing as more Texas-produced farm products and plastics are being processed into finished goods. The apparel industry is growing, but the textile industry consumes only a small part of Texas wool and cotton. Signs are appearing that spinning and weaving plants may become a more important part of the state's industrial system.

Timber resources in East Texas are now subject to modern conservation techniques. Sawmills are expanding and the paper-pulp industry is growing as the convenience of chemicals and transport facilities are utilized.

Valuable stone, clay and mineral deposits have brought increased manufacturing industries producing brick, tile, glass and pottery. Cement and gypsum manufacturing is developing, feeding the widespread construction of new homes, factories and buildings.

FACTS in a "nutshell"

...about WFAA-TV's rich 42-county Dallas-Fort Worth market!



A great market grows even greater as Sales Management's Survey of Buying Power (May 10, 1956) reveals an upward trend in all major marketing statistics year after year. A money-making, big-spending, area blanketed by WFAA-TV's maximum power from atop Texas' tallest structure — 1,521′ from concrete base to antenna tip.

FACTS . . . . and what they mean:

POPULATION:	2,344,800	And 72% TV set penetration!
URBAN POPULATION:	1,741,600	3 out of 4 families are "city dwellers."
EFFECTIVE BUYING INCOME:	$ 3,559,408,000	27½% of the entire State of Texas.
RETAIL SALES:	$ 2,909,268,000	80¢ out of every income dollar changed hands.
AUTO SALES:	$ 725,963,000	Would provide 41% of the families with a $2,500 new car!
DRUG SALES:	$ 94,383,000	Nearly 31% of the total drug sales for the state.
FOOD SALES:	$ 584,367,000	Or, $1,873,000 spent on groceries every shopping day.
GENERAL MERCHANDISE:	$ 459,495,000	37.22% of Texas' total.

SET COUNT - 564,080

Call your **PETRYMAN** for availabilities, market data and complete coverage information

NBC-ABC

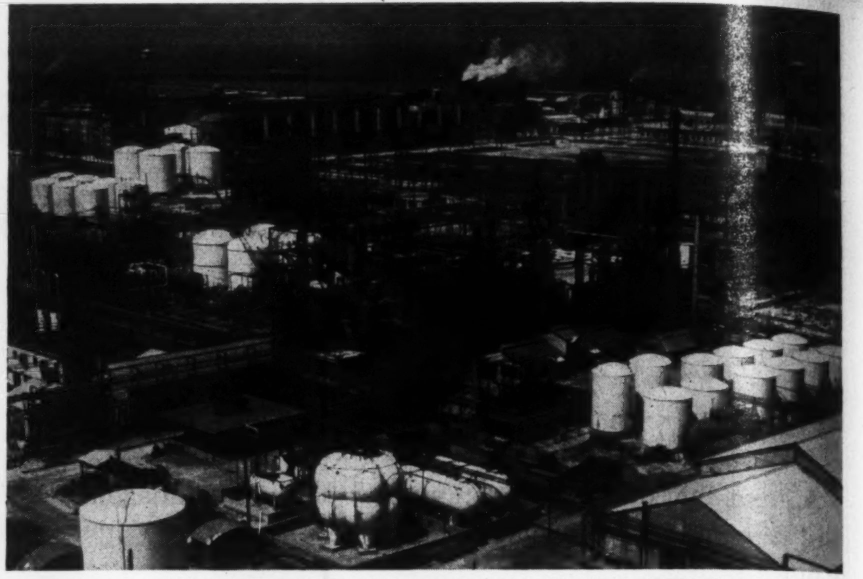
Television Service of The Dallas Morning News
Ralph Nimmons, Station Manager

Channel 8
WFAA-TV
DALLAS

IN WICHITA FALLS, TEX.
KSYD-TV
DOMINATES
THE MARKET
from
SIGN ON
to
SIGN OFF
7 DAYS
A WEEK

10 OUT OF THE
TOP 15 SHOWS*
7 OUT OF THE
TOP 10 SHOWS*
NUMBERS 1,2,3,
AND 4 SHOWS*

173 top-rated
quarter hours for
KSYD-TV
ALL ON
KSYD-TV
Channel 6
CBS TELEVISION
Syd Grayson: Gen. Mgr.
HOAG-BLAIR NAT'L REP.
*Reference: May Pulse 1956
100,000 WATTS



THIS IS PART OF DOW CHEMICAL CO.'S $200 MILLION FREEPORT PLANT

PETROCHEMICALS

"I DON'T CARE what you're wearing—shoes, tie, shirt, suit, underwear, socks, wallet—they're making it out of natural gas in Texas." And they're making thousands, many thousands, of other products out of Texas gas, according to Fred Cannon, division sales manager of United Gas Corp., Beaumont.

United is a major marketer of gas, one of the basic raw materials used by the new petrochemical plants operating up and down the Gulf Coast of Texas. This complex network of plumbing palaces uses by-products of refineries and gas wells, squeezing, heating and freezing them. The petrochemical plants look much like refineries, but instead of fuel they turn out raw, semi-finished and finished chemicals and plastics that add up into the billions in value.

Petrochemicals are products made by juggling hydrocarbon molecules. The two basic types of petrochemicals, for nontechnical puposes, are the plastics [polyethylenes] and rubber [elastomers]. There are at least 500,000 possible types of petrochemicals, according to the scientists who tinker with hydrocarbon molecules.

Those pliable bottles the ladies use for cosmetics were once gas that went through a squeezing process and came out a solid material. And the wrappings on fresh food came from gas—or maybe some of the left-overs from a petroleum refinery.

This mid-century industrial miracle is getting the attention of businessmen everywhere as they contemplate the future. The new petrochemical products give the state an income source that may exceed $4 billion in 1956. The growth is "typically Texas," they like to say in the Gulf Coast luncheon clubs, and there's no disputing the point.

There's no prospect of stealing very much of this industry away from Texas. The raw material—organic stuff that once lived—is handy. The refineries that provide some of the raw materials are concentrated along the Gulf Coast. Petrochemistry's major development is along the shore line, but they're getting petrochemistry upstate, too ($30 million synthetic rubber plant at Odessa and the Panhandle has several).

At the start of World War II there were some small petrochemical projects that fortunately had been exploring ways of making rubber, alcohol and plastics. To meet desperate wartime needs, the government poured large sums into plants that made synthetic rubber and polyethylene products. The rubber filled a void created by loss of foreign natural rubber supplies. The new polyethylene plastics were used in radar and other gear.

After World War II the expensive arrays of towers and pipes provided the groundwork for a new peacetime industry. Within the last decade billions of dollars have been poured into plastic plants using feedstocks from the refineries that range from Orange, adjoining the Louisiana line, to Corpus Christi, several hundred miles around the coastal crescent. Natural gas is the other major raw material. After suitable squeezing, gas becomes a solid called polyethylene which is processed into plastic bottles, pipes, fibers, textiles, upholstery covering, garments and thousands of other items now in everyday use. Synthetic detergents have taken over half the soap market.

Huge, sprawling Texas is taking this explosive industrial development in stride as it turns out 85% of the U. S. polyethylene total. Most of the expansion has come in the last decade, with the pace getting faster every year. Production capacity has tripled in the last three years, a fantastic trend worth the attention of those who do business in Texas. The industry will keep on growing, in the opinion of many unbiased and non-Stetson-wearing industrialists. As it grows, more Texans will have jobs, more Texas raw materials will be consumed, and in turn still more Texans will have more money.

That's a marketing viewpoint of what the

in the Southwest

YOU CAN'T TELL THE cowboys FROM THE indians

★ **COVERAGE** ★ **LISTENERSHIP**
★ **MERCHANDISING SUPPORT**

KTOK

OKLAHOMA CITY
1000 KC
5000 WATTS

"TOM-TOM" JOHNSON

RAYMER

Six Radio Stations, covering the "Heart of the Southwest." One in Oklahoma and others in Texas. For information on the individual stations, see the Rep shown, or write to the individual station manager.

FLETCH: "Now, boys, y'all know that the April-June Hooperatings show that we have more listeners on my station than any other Fort Worth radio station."

TOM TOM: *"Ugh!"*

DEACON: "Sure, we've been listening to you brag about that ever since the last Hooper came out . . . but you ought'a take a reading on the listeners on KWBD in Brownwood. And, remember, these people have nothing but money to spend on merchandise that we advertise."

TOM TOM: *"Ugh!"*

TEX· "You guys are finally getting up in the same league our station's been in all along. WACO has been the most popular station around these here parts since radio began."

TOM TOM: *"Ugh!"*

MOAK: "You tell'em Tex . . . Me and you have been down here in Central Texas for so long . . . I reckon we know more success stories than any other two people in the business."

TOM TOM: *"Ugh!"*

JAKE: "Y'all are forgetting one of the most important things. Think how much easier it is for us to get the retailers to go along on merchandising support for us. That's particularly important way out here in West Texas where there's so much oil money . . . This cooperation shore pays off."

TOM TOM: *"Ugh!"*

"Ugh!" . . . **that's Oklahoman for "US, TOO."**

REPRESENTED BY

FORJOE

KXOL

FORT WORTH
1360 KC
5000 WATTS

"FLETCH" FLETCHER

PEARSON

KBWD

BROWNWOOD
1380 KC
1000 WATTS

"DEACON" MAYES

WEED

WACO

WACO
1460 KC
1000 WATTS

"TEX" GLASGOW

PEARSON

KNOW

AUSTIN
1490 KC
250 WATTS

"MOAK" COOK

CONTINENTAL

KSNY

SNYDER
1450 KC
250 WATTS

"JAKE" HUGHES

Affiliated Stations

THE MANPOWER OF PETROCHEMISTRY

A FREQUENT observation about petrochemistry is that multi-million-dollar plants can be operated by three men sitting at an electronic console. It's true that a lot of the chemical and petrochemical plants employ only a fraction of the mechanical personnel needed at, for example, a steel fabricating plant.

A look at a major chemical-petrochemical plant will supply information on this subject. Some 60 miles south of Houston, Dow Chemical Co. operates a $200 million project (it will be a lot larger in a couple of years). There Dow uses fresh water, Gulf water, oyster shells, gas, LPG (liquid petroleum gas), sulfur, benzene, salt and just plain air to turn out solvents, plastics, glycols, hydrochloric acid, latex and rubber ingredients.

Anybody work there? Over 6,000 persons are on the payrolls of Dow's Texas Div. and the small city of Freeport is thriving, alert and quite prosperous. The operating group consists of over 2,000 employes. Another 1,400 people work in shops, keeping equipment in operating condition. Supervisory, technical and other supporting services keep the rest of the 6,000 busy.

To service plants and people are 64 miles of streets and roads, 27 miles of railroad track and seven miles of canals for barges. They are traversed by 525 vehicles, 1,900 owned or leased tank cars, two tugboats and 32 owned or leased barges. Other vehicles include 10 buses, six taxicabs, 87 passenger cars and 20 other types of vehicles. In a recent year, buses and cabs carried 975,000 passengers and cargo movers handled 320,000 inter-plant shipments; 1,200 barge loads of materials crossed docks, and two tankers were in chartered service.

The power-generating system for the plant is rated at 500,000 kw, largest power installation in Texas (it could supply Dallas). All types of utilities, hospitals and similar services are operated. Employes use 2,000 phones and a three-network radio system with 16 base stations and 120 mobile units. A hotel, the Dow, is operated.

One of the more intriguing operations is the extraction of magnesium from seawater (a cubic mile of Gulf water contains 9 billion pounds of magnesium). Here is one sample product of the hundreds coming out of Freeport—enough ethylene glycol to keep the radiators of 15 million autos from freezing.

There are dozens of colossal chemical-petrochemical installations along the Gulf Coast. The plants use major quantities of Texas raw materials. Many of their hydrocarbon products are processed right in Texas. Others are shipped in bulk. Already petrochemical plants are shipping over a half-hundred different products in railroad tank cars, an indication of the way the industry is growing. And Dow, by the way, has major expansion projects under way.

Another instance of the economic impact of major chemical industries: DuPont found that its four plants (Orange, Victoria, Beaumont and Houston) spent over $20 million for goods and services with over 1,000 Texas firms in 1954, with payrolls amounting to $17.9 million.

Texas chemical and petrochemical industry means to Texans as Dow (see story above), DuPont, Goodyear, Goodrich, Diamond, Firestone, Spencer, Allied Chemical, Eastman, General Tire and dozens of other leading corporations join the petroleum giants in utilizing Texas minerals.

While polyethylene's thousands of consumer and industrial products have provided Texas with one of American industry's most dramatic episodes, the interest in synthetic rubber is equally intense. Government rubber plants have been taken over by Humble Oil & Refining, United Carbon, Phillips Chemical, Goodyear, Petro-Tex and Goodrich-Gulf. A long list of plant expansion projects promises to increase the rubber output from 950,000 tons in 1955, one-third above the 1954 output, to an estimated 1.7 million tons, almost half the U. S. total.

Petrochemistry in West Texas will get a good boost when the new Odessa rubber plant starts operating in another year. William O'Neil, president of General Tire & Rubber Co. (parent of RKO Teleradio Pictures), is the moving figure in this $30 million project. Since General Tire uses a lot of synthetic (GR-S) rubber, it has teamed with El Paso Natural Gas Co. to build a 50,000-ton rubber project.

Why Odessa? The answer is simple, according to the two companies. First, there is plenty of oil and gas around (Ector County is often called the highest oil-producing county, with the deepest wells, in Texas). Second, there are plants that can provide the butane, propane and natural gasoline that are the basis of the petrochemical industry. El Paso Natural Gas has plenty of butane to sell. Under the new project, it will make and sell about 35,000 tons of butadiene, a rubber ingredient, plus styrene, which General Tire will process into GR-S at an adjoining copolymer plant. United Carbon will buy the rest of El Paso's 50,000 tons annual butadiene capacity.

Construction of the Odessa plant involves 1,000 workers. Employment of 400 is planned when the operation gets under way.

THE multi-billion-dollar petrochemical industry and its industrial cousin, the chemical industry, are setting a fast pace for the rest of the nation as they expand capacity and add plants to turn out new products.

Here are some of their recent projects:

Celanese—Doubling vinyl acetate, other expansion, at Pampa.

Consolidatel Chemical—New sulfuric acid units at Houston and Baytown.

Cosden Petroleum—Styrene monomer project at Big Spring.

Diamond Alkali—Plant at Deer Park.

Dow Chemical—$46 million administration center, labs, pipelines, styrene, other expansion at Freeport.

DuPont—New rubber plant at Beaumont.

Ethyl—Houston gasoline testing lab.

Firestone—75,000-ton rubber plant at Orange ($20 million project).

General Tire—50,000-ton rubber plant at Odessa (joint $30 million project with El Paso Natural Gas).

Goodrich-Gulf and Texas-U. S. Chemical—Rubber plant expansion, Port Neches.

Goodyear Tire & Rubber—50% expansion, Houston plant.

Gulf—Second ethylene plant at Port Arthur started; third in works.

Humble Oil & Refining—Expansion of Baytown butadiene plant to 65,000 tons.

Koppers—Expand Port Arthur plant.

Monsanto—Increase polyethylene capacity 150% at Texas City.

Petro-Tex—Expand Houston rubber plant.

Phillips Chemical — Increasing Borger copolymer and butadiene plants 40%.

Rohm & Haas—Proposed $10 million Houston expansion (ammonia, oxygen, etc.).

Shell Chemical—New Houston plant.

Spencer Chemical—New Orange unit.

Stanolind—Rebuilding Brownsville chemical plant (alcohol, acids, etc.).

Tennessee Gas—Expanding plant serving feedstocks to Petro-Tex at Houston.

Texas Butadiene & Chemical—New $26 million plant at Houston.

Texas Eastman—Expand Longview plastic output to 40 million pounds.

Texize Chemicals—New Palestine unit.

United Rubber & Chemical—Expanding Baytown production.

Union Carbide & Carbon Corp.—Doubling at Seadrift and Texas City.

Warren Petroleum—Chemical plant adjoining Texas Butadiene.

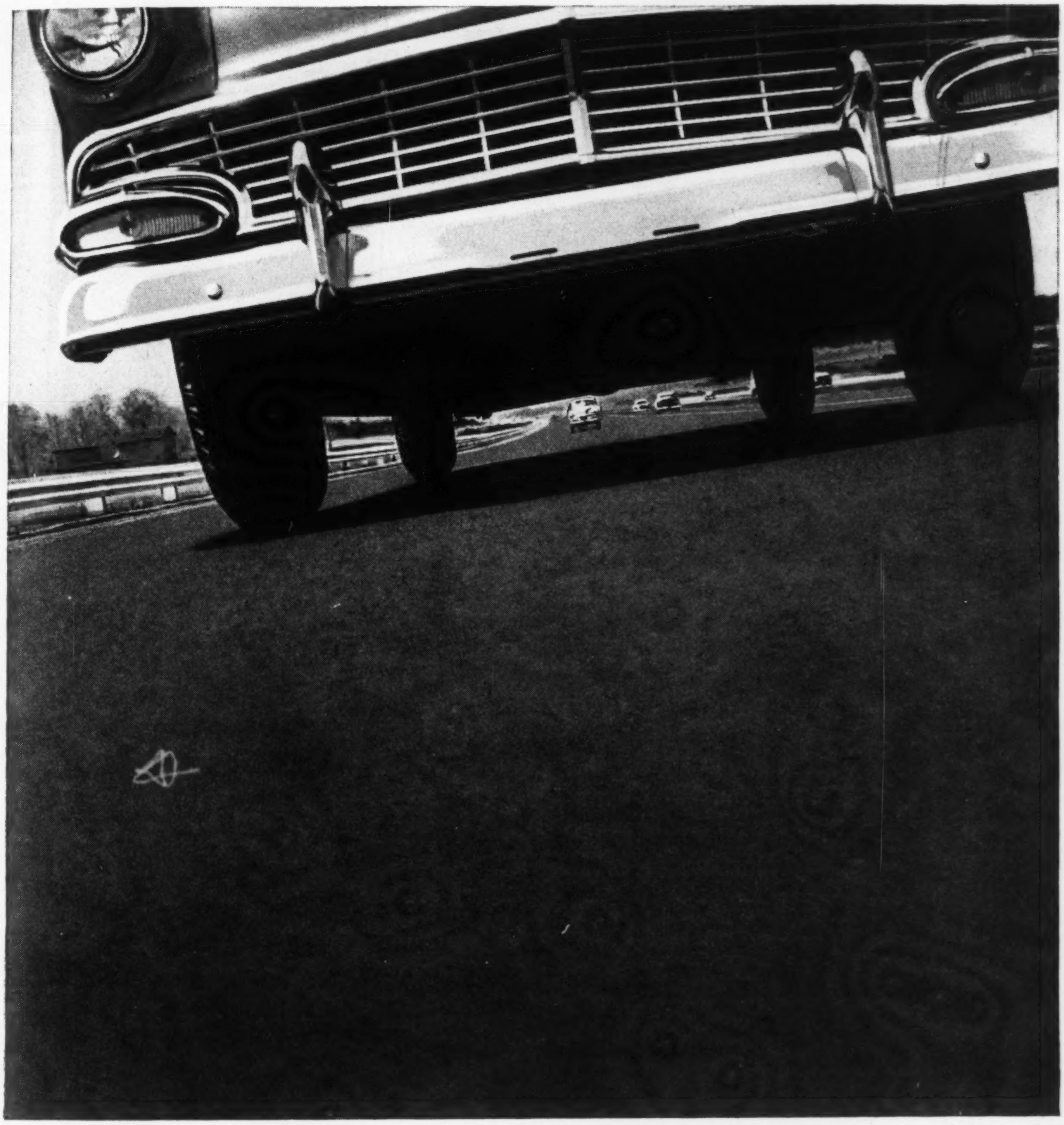
PEEL the top off the Texas landscape and you'd see the most valuable underground storehouse anywhere, just waiting there for those who dig holes or punch pipes into the earth. If there is more valuable natural wealth in any state, or any country, geologists haven't found it.

Besides oil and gas, the fruits of subterranean Texas include most of the nation's sulfur, valuable and apparently inexhaustible quantities of oyster shells, gypsum, limestone and industrial clays. Helium is produced in the Panhandle near Amarillo and there have been recent uranium finds.

While oil and gas dominate the mineral production, the sulfur output is nearing the $100 million-a-year mark. Sulfur is found in salt domes and is produced by the Frasch method—forcing superheated water into the ground, gathering the molten sulfur that comes to the surface and then cooling it. Cement is important, and great deposits of lignite (low-grade brown coal) are available. A method of coking has been developed and lignite now powers the Alcoa aluminum plant at Rockdale. Carbon black is a multimillion item around Amarillo.

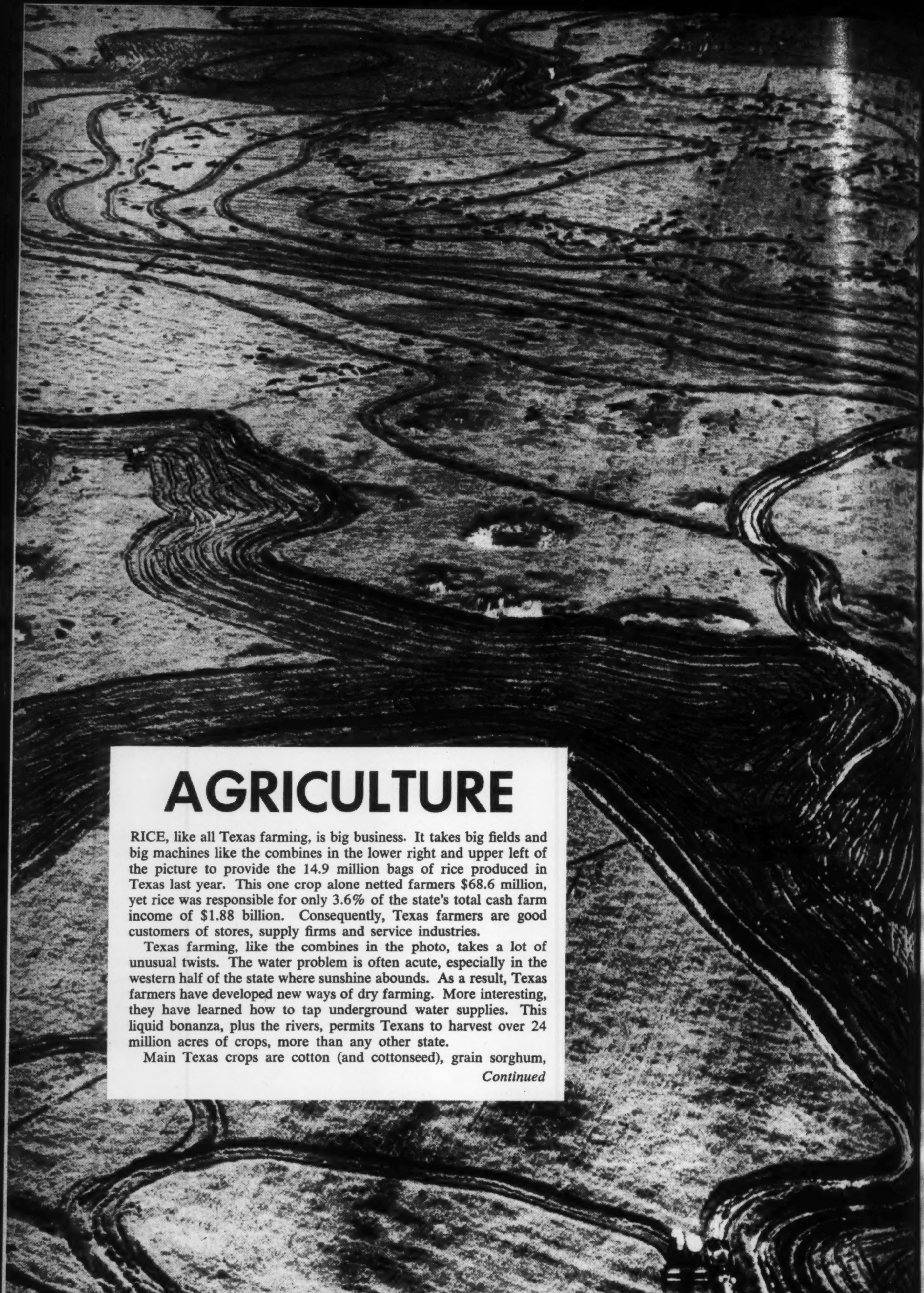
ESSO RESEARCH works wonders with oil

Modern asphalt makes driving more enjoyable



The miles just seem to float by when you travel on quiet, safe, easy-to-drive asphalt highways. Esso Research, working with oil and highway engineers, has helped develop tougher, more resilient surfaces that stand up under heavy travel, hot sun, snow and ice. By helping to pave the way of progress with asphalt, again **ESSO RESEARCH** *works wonders with oil!*

Esso



AGRICULTURE

RICE, like all Texas farming, is big business. It takes big fields and big machines like the combines in the lower right and upper left of the picture to provide the 14.9 million bags of rice produced in Texas last year. This one crop alone netted farmers $68.6 million, yet rice was responsible for only 3.6% of the state's total cash farm income of $1.88 billion. Consequently, Texas farmers are good customers of stores, supply firms and service industries.

Texas farming, like the combines in the photo, takes a lot of unusual twists. The water problem is often acute, especially in the western half of the state where sunshine abounds. As a result, Texas farmers have developed new ways of dry farming. More interesting, they have learned how to tap underground water supplies. This liquid bonanza, plus the rivers, permits Texans to harvest over 24 million acres of crops, more than any other state.

Main Texas crops are cotton (and cottonseed), grain sorghum,

Continued

here's the same dolley from Milwaukee . . .

Miss WRIT

. . . we received so many requests for another picture of Sara Dolley that **WRIT** herewith obliges. Like so many Milwaukee dolleys, Sara takes **WRIT** to the beach with her . . . Sara, and other Milwaukee dolleys, have put **WRIT** close to first in all three . . . Pulse, Hooper and Trendex . . . in just one year.

KLIF . . . DALLAS
KELP . . . EL PASO
KILT-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
*in operation soon

NOEMAC STATIONS
MUSIC NEWS

AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS

fruits and vegetables, and rice (see table, page 93). Cotton lint and cottonseed bring in 70% of the crop income, with Texas producing 27% of the nation's cotton crop. Out on the high plains around Lubbock are some of the most productive cotton fields in the world, thanks to irrigation.

Texas is full of farm "firsts." There's rice, for example, livestock, pecans (some years) and, of course, cotton-cottonseed.

The 480,000 irrigated acres of rice, concentrated along a 75-mile-wide coastal strip, fit easily into modern mechanization. Harvesting begins as soon as the grain is ripe, a new technique that eliminates a lengthy open-drying delay. Two-thirds of rice acreage is kept idle, under common practice, with fields rotated so one crop is produced each third year. Seed is planted by planes in the spring and harvested between August and November. The coastal plains are spotted with storage facilities but Houston and Beaumont, in the northeastern part of the strip, do most of the milling and marketing.

Development of irrigation in Texas has been rapid in recent years, with 4.7 million acres artificially wetted (a fifth of the total crop acreage). Farming would have been tough in the last six years, exceptionally dry ones, without the wells and rivers to keep the crops growing.

There's a lot of arguing around Texas about the underground water supply. The water is there, all right, nestled around limestone strata, and water-hunting is a big industry. In a dry-farming area, a farmer will look at his parched but productive land and scoff, "Those people around Lubbock are sucking up their water so fast they won't have any left in a few years."

Lubbock-area farmers, operating power-driven wells, don't seem too disturbed. Their pipe networks pour out vast quantities of liquid around the fields, 85% of which depend on this fortuitous resource. Because the high plains soil is loamy, the rainfall soaks through and joins the underground pools. Piped distribution prevails, preventing loss due to evaporation or seepage, and irrigation equipment is quite an industry on the high plains. In Lubbock, for example, a late evening newscast on KDUB-TV is sponsored by Standard Concrete Pipe.

The farmers aren't sure whether their water comes from underground pools or a series of sub-surface rivers passing through enroute from the Rockies to the Gulf. But it's there, and they use it as fast as the crops demand. They hope Mother Nature will continue to dump rain and snow in the Rockies, if that's where part of the supply originates. Joe H. Bryan, president of KCBD-TV Lubbock, makes this observation, "My grandfather has a 10-inch well (a big one) he put down 30 years ago. It's still gushing."

East Texas irrigation, especially in the rice belt, has convenient rivers and small streams, plus heavier rainfall.

Farmers all over Texas are operating profitable enterprises, as a rule—aided by the government when surpluses, like cotton, become a problem. Their 293,000 farms average 500 acres. Besides crops, these plains and the scattered hill areas support 8 million cattle, more than any other state, plus over 5.5 million sheep and lambs, another Texas "first." Out around the irrigated western plains it's quite common for a farmer to count his cash income for the year and come up with maybe $16,000 for his take. And a larger operator, with two or three sections (a section is a square, one mile on a side) planted in cotton and sorghum, may have a $75,000 year.

Last year wasn't up to the record 1954 farm income total for the state, dropping from $1.89 billion to $1.88 billion but nobody was kicking much. The four million bales of cotton lint were double the total in Mississippi, second cotton state, and the 1.68 million tons of cottonseed tripled second-ranking California.

Texas is the No. 1 cotton merchandising state. The crop supports

RANGE-RIDING HAS BEEN MODERNIZED ON TEXAS' BIG CATTLE SPREADS. THESE HEREFORDS ON 500,000-ACRE WAGGONER a tremendous cottonseed oil industry, centered at Lubbock, plus ginning, transport operations, warehousing, seed fertilizers, insecticides, farm machinery and factories processing hundreds of products. Mechanization is a big factor in cotton, and helicopters are used to spray defoliating chemicals and insecticides. Mechanical pickers and cleaning machinery are now widely used.

Citrus fruit and vegetables grow bountifully in parts of Texas. The orange-grapefruit crop, once a national eye-catcher, is recovering rapidly from a 1951 frost that left havoc in the lower Rio Grande Valley orchards. New frost-resistant strains of pink grapefruit and oranges are being developed and these plantings are starting to come through. The record grapfruit crop of 25.5 million boxes had dwindled to 200,000 boxes in 1952 but now is over 10 times the minimum. The orange crop has returned to one-third the record 5.2 million boxes set in 1947.

Texas is one of the nation's leading pecan states, ranking first in 1954 and second last year.

Through the past century Texas has been known as the leading livestock state. Cattle and calves brought over $400 million last year into the pockets of farmers, who generally prefer to be called ranchers. Their vast ranges supported eight million cattle three-quarters of century ago, and there still are eight million. The cattle-growing industry is moving eastward, however, a trend that irks some of the western plainsmen. A few nibbles of the mineral-rich clumps out on the plains are worth a daytime of chomping in the leached grasses of the moist East Texas and Gulf states, a plainsman will insist as he looks over sparse ground that nourishes a fine steer every 5 to 25 acres.

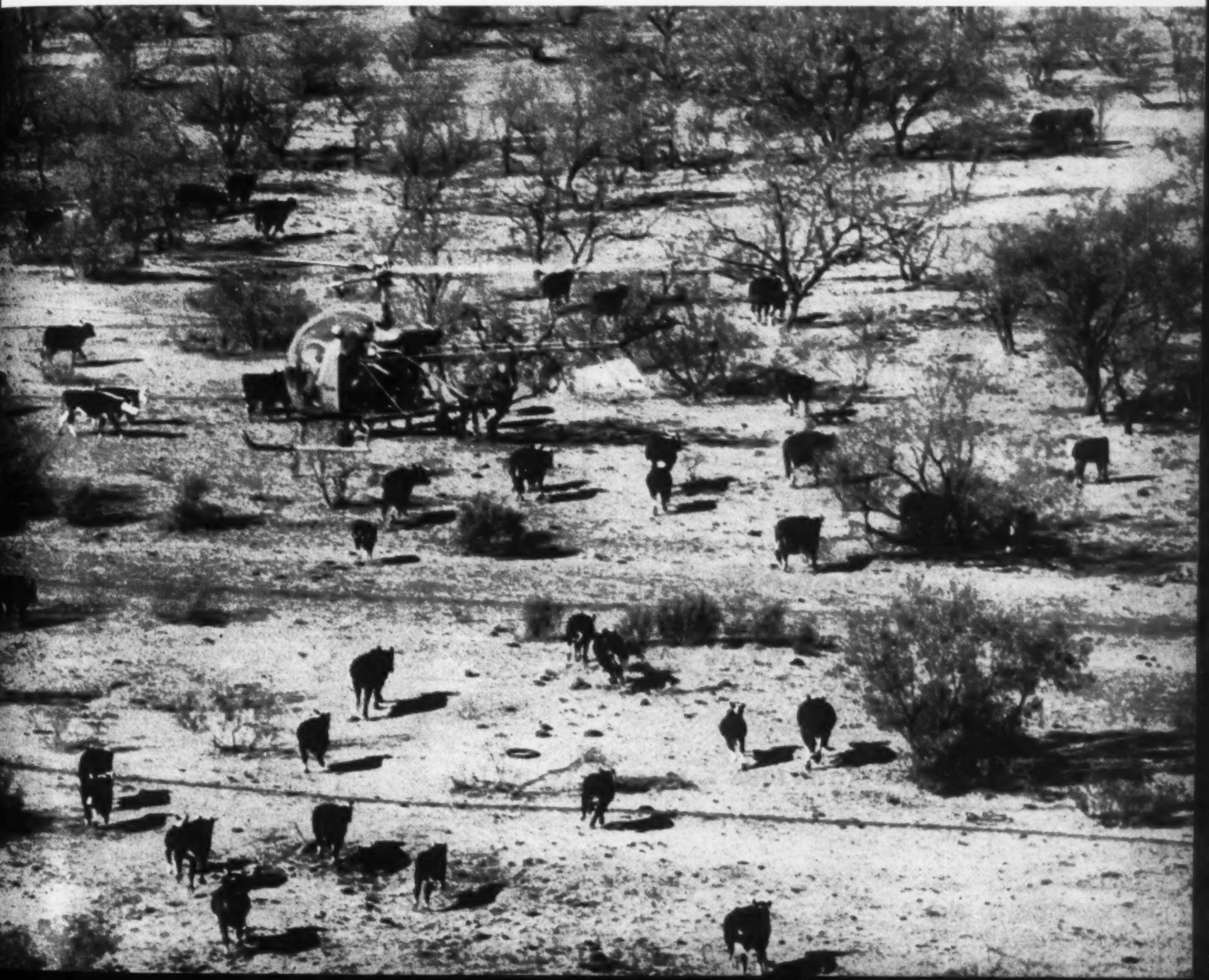
The fabled Texas longhorn has all but disappeared. Motoring through Central Texas and around the Gulf pastures is sheer agony to an old rancher who sees fenced pastures jammed with white, humped Brahman crossbreeds. West Texas has its new strains, too,

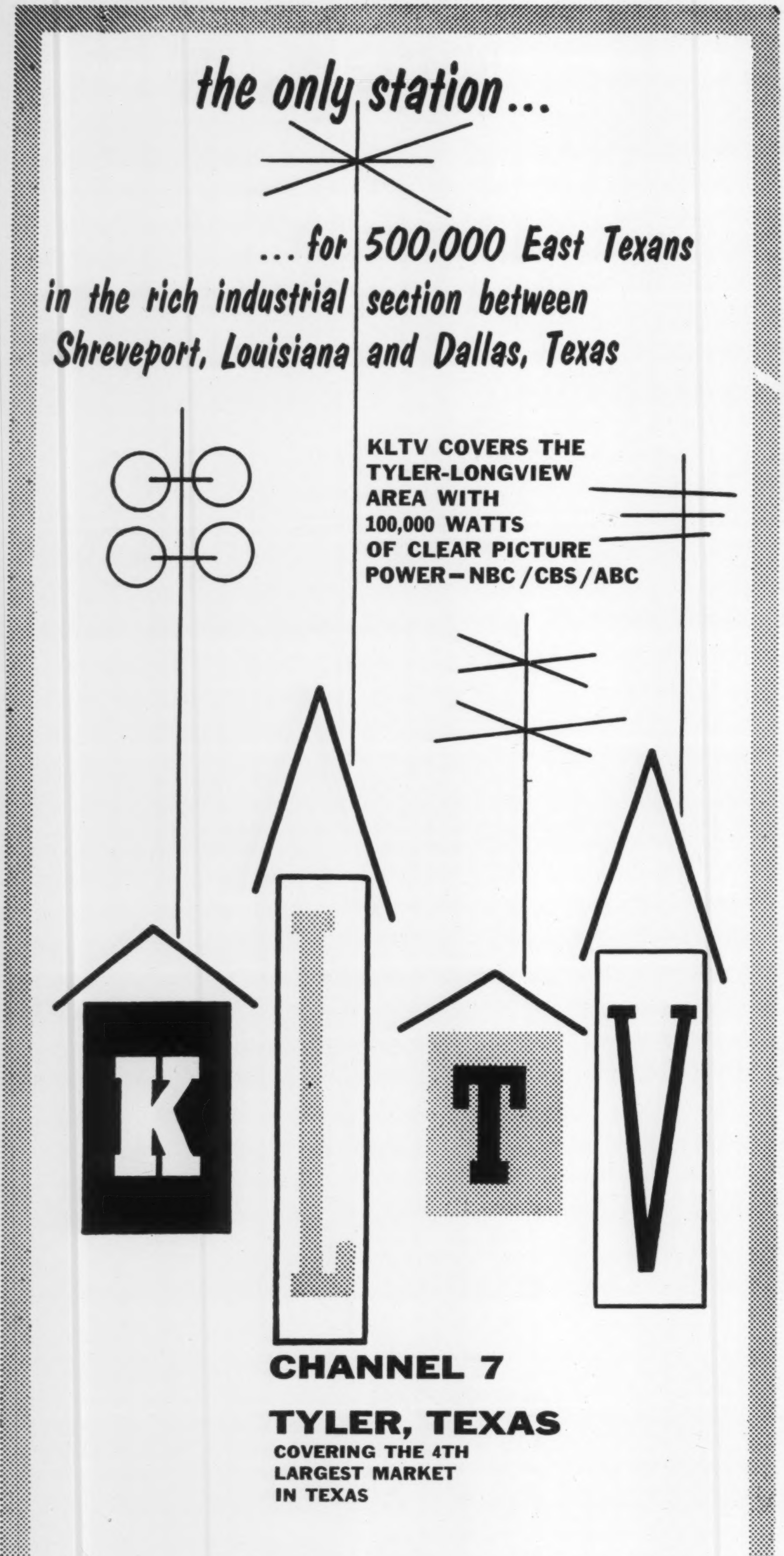
FARM CASH INCOME IN TEXAS, 1955*

CROPS		LIVESTOCK PRODUCTS	
Cotton	$716,529,000	Cattle	$310,877,000
Cottonseed	83,161,000	Calves	94,829,000
Wheat	37,278,000	Hogs	58,143,000
Oats	11,176,000	Sheep, Lambs	22,745,000
Corn	19,162,000	Wool	16,859,000
Grain Sorghum	92,623,000	Mohair	12,939,000
Peanuts	29,905,000	Poultry	62,199,000
Rice	68,610,000	Eggs	66,115,000
Fruit, Vegetables	70,714,000	Milk, Milk Products	109,424,000
TOTAL	$1,129,158,000	TOTAL	$754,130,000

Doesn't include $20.5 million paid to farmers by U. S. Government.

RANCH IN NORTH TEXAS ARE BEING ROUNDED UP BY HELICOPTER WHICH DOES WORK OF AT LEAST 25 COWBOYS ON HORSES





the only station...

... for 500,000 East Texans
in the rich industrial section between
Shreveport, Louisiana and Dallas, Texas

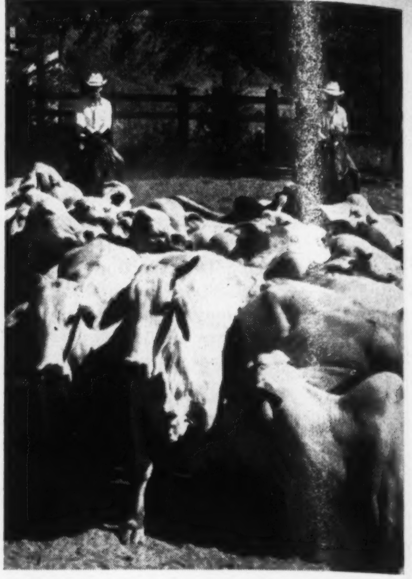
KLTV COVERS THE
TYLER-LONGVIEW
AREA WITH
100,000 WATTS
OF CLEAR PICTURE
POWER—NBC/CBS/ABC

K L T V

CHANNEL 7

TYLER, TEXAS
COVERING THE 4TH
LARGEST MARKET
IN TEXAS

NATIONAL REPRESENTATIVE: JOHN E. PEARSON TV, INC.



BRAHMANS: The Longhorns are gone.

with Herefords and Angus. Brahmans are conspicuous in the lush Eastern and Gulf Coast pastures. Texas is finishing more of its cattle instead of shipping them off to Kansas and Iowa for fattening.

Dairying is a growing Texas industry, encouraged by the fast increase in population, but it hasn't caught up to the demand. Droughts have kept down the supply of local feedstuffs, a dairying necessity, but new hybrid sorghums and other grain developments will help solve this problem.

Harris County (metropolitan Houston) easily leads Texas in cattle population, another aspect of the modern livestock industry that makes a West Texan snort. The county has 115,000 cattle (including dairy cattle), followed by adjacent Brazoria County with 97,000.

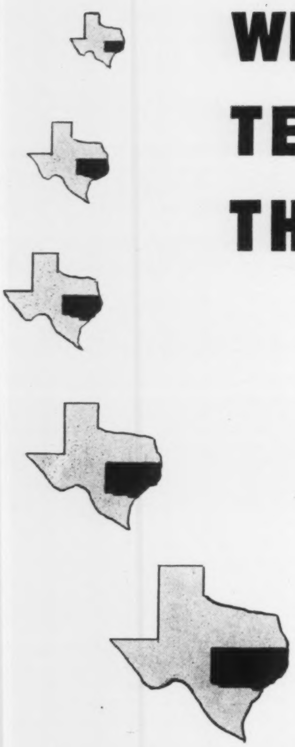
Easterners who motor up and down the thousands of miles of fine farm roads in Texas will be amazed at the sorghum fields, looking much like dwarf corn. Grain sorghum is worth nearly $100 million to Texas farmers, and there are forage and silage varieties. Industrial use is developing as grain sorghum replaces corn in the manufacture of dextrins, starch and syrup. Over four million acres were planted to grain sorghum last year, yielding a crop of 114.7 million bushels. Sorghum does well in Texas, being drought-resistant and taking easily to irrigation. New hybrid strains are being developed.

The chicken business is good in Texas and it is now fifth in the nation. Peanuts do well but progress in corn is slow though over two million acres are planted. Onions are popular, yielding a quick cash crop worth maybe $7 million. The goat crop is good, 2.2 million animals producing $13 million worth of mohair clipped from Angora species originally brought over from Turkey.

This year's winter wheat crop runs 27.1 million bushels, half the average total and almost double last year's small crop which had a cash value of $37.3 million. Wheat has had some bad breaks from the weather in recent years but there is enough to support an important milling industry.

WOAI Radio and Television

Making millions of sales calls every day on personal friends. WOAI has been entertaining, educating, selling more than a million Texas families for over thirty-three years. Seven-year-old WOAI-TV serves more than three hundred thousand south Texas families.

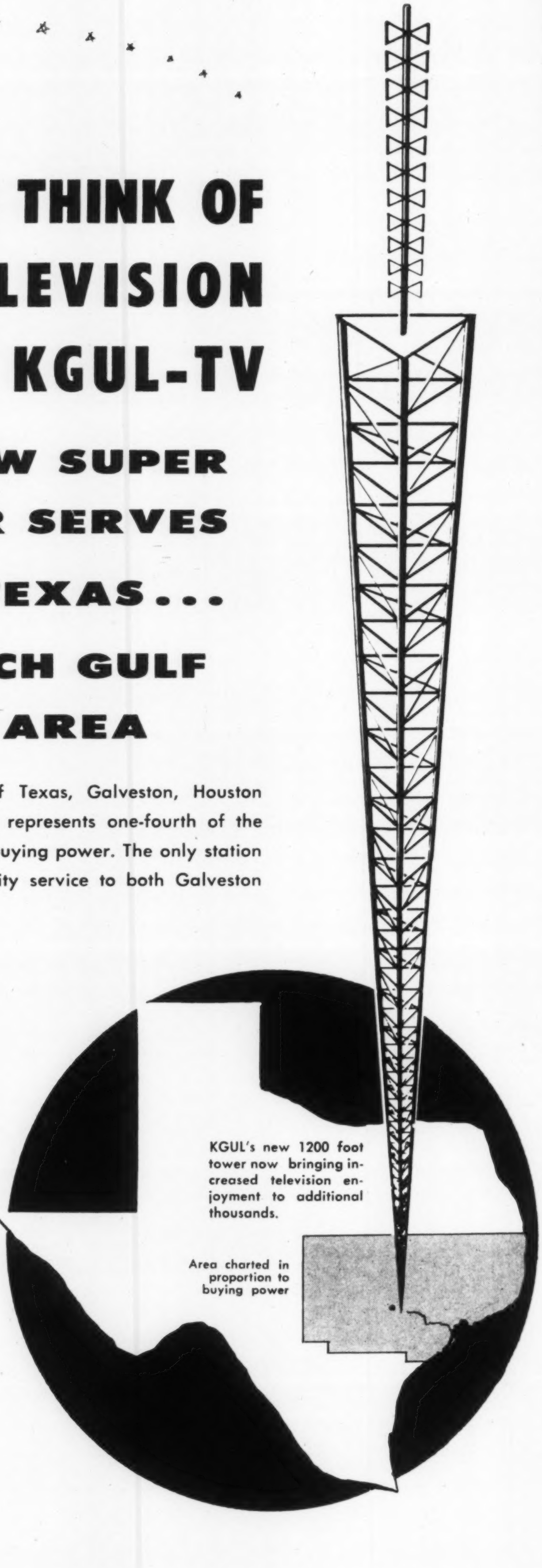


WHEN YOU THINK OF TEXAS TELEVISION THINK OF KGUL-TV

ITS NEW SUPER TOWER SERVES 1/4 OF TEXAS...

THE RICH GULF COAST AREA

KGUL-TV's section of Texas, Galveston, Houston and the Gulf Coast, represents one-fourth of the State's families and buying power. The only station delivering primary city service to both Galveston and Houston.



KGUL's new 1200 foot tower now bringing increased television enjoyment to additional thousands.

Area charted in proportion to buying power

kgul TV 11

GALVESTON, TEXAS

CBS TELEVISION NETWORK

Represented
Nationally
by CBS
Television
Spot Sales

THE MARKETS OF TEXAS

HOUSTON

ON THE BANKS of Buffalo Bayou a strolling Texan wearing a size 10 shoe can set his foot down on $24,000 worth of front-foot real estate as he window-gawks at the Woolworth store. This mid-city Houston retailer, at the corner of Main and McKinney, paid $2,000 a front-inch to buy the old First Presbyterian church property, then buried in a maze of skyscrapers and windowless marts.

Houston's growth is—pardon the superlative—a mid-century industrial miracle, and an uncolored account of what has happened is likely to expose the narrator to the scoffs of skeptics who haven't talked to a few dozen of its businessmen, or taken a 20-minute drive down Main St. or a 100-mile ride through and around the city and ship channel.

Houston is big, very big. It is the 11th U. S. city and, next to Los Angeles, is the biggest metropolis south of a line drawn from San Francisco through St. Louis to Washington. Its prosperity, conceding the sizable crop of millionaires, is notable for the high buying power of its families (over $6,000 a year) and the steady, high-paying jobs provided by business, industry and agriculture.

Getting right down to cases, here are some typical 10-year comparisons that will show the trend (Harris County):

- Population—681,000 to 1,077,000 (up 58%).
- Bank Debits—$8 billion to $22.5 billion (up 178%).
- In the 1940-55 period, employment rose from 211,900 to 396,575 (up 87%).
- And in the same years, unemployment fell from 23,000 to 13,000 (down 44%).
- Building permits (value, city limits only) —$50.7 million in 1946 to $137 million (up 170%).

The 1946 comparison, Houston men emphasize, is important because the market had taken a sudden spurt during World War II and was at an abnormal peak.

The metropolitan area had estimated retail sales of over $1.3 billion last year compared to the $1.2 billion (Census Bureau) in 1954. A major wholesaling center for the Southwest, its 1954 wholesale business was $1.38 billion (Census Bureau).

Houston is the focal point of an expanding chemical and petrochemical empire stretching along the state's coastal strip. Within its trading area over a billion dollars worth of new chemical plants have been built, sparked by the wartime need for polyethylene and other hydrocarbons. And within this area are some of the world's most valuable mineral resources.

Out of this nucleous is coming the leading manufacturing area of the entire South and the largest warehousing facilities. Old Buffalo Bayou was dredged four decades ago into a ship channel whose passing freighters move more cargo than any port in the United States except New York.

In Houston they do things in a big way. Texas Medical Center, well under way, will wind up as a $100 million project. Already it has a dozen large, modern hospitals, medical schools and professional quarters on a 163-acre site close to Rice Institute. Mid-city Houston has one of the nation's most impressive collections of skyscrapers, new and ultra-modern. It has a brand new shopping center, Gulf Gate, described as the world's largest (parking for 20,000 autos a day). And there's another world's largest—a residential development called Sharpstown that will have 27,000 houses when completed. Right now it's one-fourth of the way along. There are nine other major residential developments under way. Western Skies Motel, on the Old Spanish Trail, shuttles its guests back and forth to the airport by helicopter.

Houston businessmen are far-sighted, according to Jack W. Harris, KPRC-AM-TV vice president-general manager, and they are making a two-year study of the ways other cities solve their growing-pain problems. Most of the wealth, he said, is "first generation wealth." He added, "They made it here and have a fierce civic pride."

Willard E. Walbridge, executive vice president-general manager of KTRK-TV, said Houston "combines the best of many cities—the culture of New Orleans and the dynamics of Detroit." He said many South Americans now come to Houston to shop. Dave Morris, general manager of KNUZ, said Texans go to work early. "You have to get up early to compete in this market," he explained, "but no matter what your job, you can do well in Houston."

"The pace is slower in Texas, but they're really serious," said John L. Eisele, KGUL-TV promotion manager, an ex-easterner. William C. Bryan, general manager of KTRH, said Houston's growth in the last seven or eight years is unbelievable, but he predicted the nearby resources plus new fabricating and new products will keep the city growing rapidly toward the 2 million population mark.

Just to make sure that industries don't mar the attractiveness of the city, the Chamber of Commerce is spending $160,000 to study air pollution, in case there's ever any danger of fouling-up the fresh air and the Gulf breeze. Some of the hydrocarbon and chemical plants emit odors, but most of the time the breeze wafts them away from the built-up areas. "But it's not a problem," assured Gordon H. Turrentine, C. of C. general manager. The chamber is the oldest west of the Mississippi. It has 8,000 basic membership, with a staff of 65 and one of the most complete sets of facilities in the nation.

A neat idea that is working out well is a new and somewhat mysterious Houston Industrial Task Force. This group meets secretly when someone comes to Houston

For over eight years

K-NUZ LEADS!

HOUSTON IN

cost per thousand

HOOPER • PULSE • NIELSEN

Here's A Hot Availability

11:15-11:30 am	Pulse*	Weekly Cost (M-F)**
K-NUZ	**5.5**	**$160.00**
Net. Station "A"	3.1	345.00
Net. Station "B"	3.3	210.00
Net. Station "C"	5.1	375.00
Net. Station "D"	3.4	264.00
Ind. Station "A"	2.0	150.40
Ind. Station "B"	1.9	200.00
Ind. Station "C"	1.5	150.00

* Pulse, Jan.-Feb., 1956
** Open Rate (time only)

K-NUZ

Houston's Top-Rated 24 Hour Music & News

"Big Mike No. 1"

"Big Mike No. 2"

"Big Mike Studio"

For Further Information, Contact

FORJOE and COMPANY

Los Angeles • New York • Chicago
San Francisco Dallas • Atlanta Philadelphia

In Houston Call

DAVE MORRIS, JAckson 3-2581

in search of an industrial site. If there's one thing Houston boasts of most, it's a waterfront packed with facilities for industry. The ship channel (50 miles long, 300 feet minimum width, 36-ft. depth) is lined with berths and warehouses and transport facilities. The task force has met with a dozen industrialists, losing only two of the prospects. Specialists on the task force answer questions and show how neatly a proposed industry can be fitted into the Houston industrial picture.

Metal fabricating is one of the main Houston industries, setting the pace for a new industrial trend—production of finished goods from all the local chemical and raw-material industries. It's safe to assume that Houston some day will roll and extrude an important part of the Texas aluminum production. As a heavy consumer of metals—pipe, for example—Texas is just getting its iron-steel and aluminum processing under way. Low fuel costs, relatively quiet labor relations, a good supply of labor and convenient transport facilities should spur this trend. A lot of the plastic and rubber materials produced on the Gulf Coast are shipped elsewhere for processing into finished goods, still another opportunity Houston businessman aren't likely to overlook.

MID-SUMMER finds a flurry of industrial projects that typify the way Houston has developed in a decade-and-a-half. Humble Oil in late June announced still another multi-million-dollar addition to its enormous Baytown plant, possibly a $25 million investment. A whole series of other mid-summer projects would add up to over $500 million. These include a pending Jones & Laughlin Corp. plant representing $250 million to $350 million; Southwestern Industrial Electronics multi-million plant plus American Can, Celanese and Kellogg projects, for example.

U. S. Steel has been looking around the ship channel for a possible plant site. Revere Brass & Copper and General Motors are others that reportedly have shown an interest in Houston. General Foods will expand its Maxwell House coffee plant. The Sheffield Steel plant, unit of Armco Steel Corp., is in the middle of an expansion program.

The Port of Houston is a man-made triumph. Buffalo Bayou winds up near the business section with a wide turning basin. The shores offer a sharp contrast to the attractive mid-city skyscrapers, big churches, schools, parks and other ornamental areas, but they also offer thousands of well-paying jobs and one of the nation's more important industrial centers. Ten firms are spending $150 million currently to enlarge channel plants. A hundred steamship lines ply the ship channel, with 3,500 deep-sea vessels using the port in a year. Nearly 44 million tons of cargo were moved in 1955, 7½% over 1954. Petroleum, grain, general cargo, sand-shells and merchandise were the principal cargoes.

A new transport gimmick is being tried by Pan-Atlantic, shipping subsidiary of McLean Industries. Pan-Atlantic can ship 58 35-foot truck trailers between Houston and New York on the deck of a tanker. Seven special ships that will carry nearly 300 trailers are now planned. This is a sort of highway seatrain.

While Harris County is often called the

leading industrial county of the South, it is also an important agricultural area. Harris County has 113,000 cattle, more than any other county in Texas. It's not unusual out in the county to see an adjoining refinery, sorghum field and pasture along a highway. Winters often are frost-free. Summers are hot and humid but there's a Gulf breeze.

Houston has plenty of water, including 45-inch annual rainfall. There is water for industry from both surface and underground supplies. The city is served by six trunk-line railroads. It has a gorgeous airport with heavy traffic and a web of cross-country pipelines. A 50-mile freeway connects Galveston and a half-dozen other freeways are under way.

The cultural side has been emphasized in recent decades. The two universities—Rice Institute and U. of Houston—are flanked by medical and dental schools in the Medical Center. New auditoriums have been built and the city claims more air-conditioned convention facilities than any other U. S. city.

Houston (Harris County) has more people than 15 of the 48 states. Its 475,000 motor vehicles exceed those of 14 states.

Probably its proudest achievement is the almost unbelievable Medical Center. Already it includes Baylor U. College of Medicine; Hermann Hospital; Methodist Hospital; M. D. Anderson Hospital for Cancer Research; Texas Children's Hospital; St. Luke's Episcopal Hospital; U. of Texas Dental Branch; Arabia Temple Crippled Children's Clinic; Medical Library of Houston Academy of Medicine; 14-story medical-dental professional building. Others are planned.

Houston is growing, especially toward the south. Two years ago it staged a huge celebration marking its millionth citizen. Already there's occasional buzzing at luncheon club tables about the second million.

GALVESTON

GALVESTON is connected to Houston by a fast freeway, broadcast signals, a heavy flow of commerce and people, and a large group of major chemical, petrochemical and petroleum industries. It has a busy port 10 miles from the open Gulf. The port often called the "world's largest sulfur port," handles cotton, grain, petroleum and chemicals.

The recreation side of the beach strip is of economic value, though gambling and other lusty pastimes aren't as abandoned and uncontrolled as in earlier days. Petroleum and gas production brings in big money for producers and workers and feeds chemical and petrochemical industries.

Population of Galveston City is 75,000, with 27,500 in adjacent Texas City or 136,000 in Galveston County. Grazing and farm land in the south produce livestock, dairy items, poultry, fruit and vegetables.

A new Pelican Island development will provide added industrial sites. Texas U. has its medical school in the city. Texas City has an industrial port that can handle Seatrain Lines, which loads railroad cars on ships and hauls them away. While Galveston has 150 manufacturing industries with a $35 million payroll, it has interesting residential areas, including palm-shaded homes in the center of the city.

CHANNEL 13 HAS THE FAMILY BRAND ON HOUSTON.

In the full family viewing time between 4-8 p.m., when viewers per set are consistently higher, KTRK-TV captures 36.1% of the audience. Reach TvB's famous "Fifth Quintile" . . . the BIG families that buy more . . . look more . . . use more . . . through KTRK-TV.

KTRK-TV

The Chronicle Station, Channel 13
P. O. Box 12, Houston 1, Texas—ABC Basic
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
Geo. P. Hollingbery Co.
500 Fifth Avenue, New York 36, N. Y.

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Top Programming *Top Personalities*

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MUTUAL FOR HOUSTON AND SOUTH TEXAS
REPRESENTED NATIONALLY BY PAUL RAYMER CO.

from the Surrey World 1920

WRR

Building more and more loyal listeners has paid off in sales for more and more advertisers for 36 years

1310
101.1 FM

dallas

to the Jet Age 1956

MBS-TSN REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

DALLAS

THERE'S not too much difference between the commercial talk around Dallas and the nerve-center feeling in New York except that New Yorkers consider the whole U. S. their apple and in Dallas they like to talk—with considerable merit—about the "Dallas Southwest." This area is described as "20 million people with over $25 billion dollars in effective annual buying power."

The only Dallas trait that resembles traditional Texas legends is the promotional enthusiasm of its businessmen. Just to show they aren't talking through their hats—and even the smaller one-gallon Stetsons are scarce—the men of commerce point to these achievements in a single year:

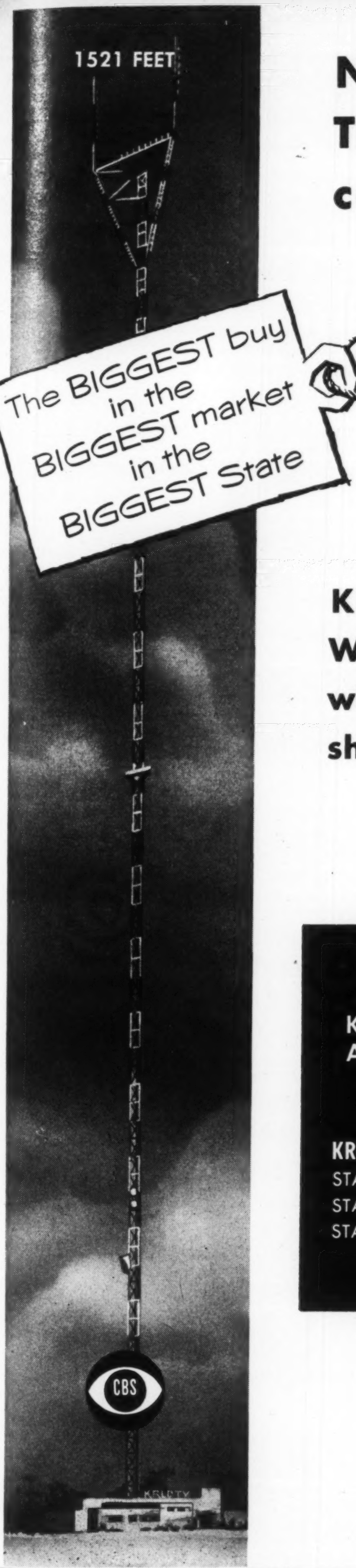
New 1,001-room Statler Hilton Hotel, largest non-resort hotel built in a quarter-century; new Sheraton-Dallas, 600 rooms, under way as part of a huge Southland Center; new Santa Fe mainline to Chicago; new Braniff and Delta airline routes to Washington and New York, plus feeders; 28 major new office buildings in a decade, with five more under way and a sixth starting this year; No. 4 city in U. S. for volume of new building; new convention auditorium, ready next year; three new lakes for water storage; $20 million improvement at Love Field airport (and it sure needs it); new $58 million turnpike to Fort Worth.

And finally, a collection of planned industrial districts that is setting the pace for the rest of the United States. Dallas has 15 of these carefully planned areas. Trinity industrial district, a decade-old, $55 million project, has 650 tenants employing 10,000 and the list includes Ford, Sylvania and Pittsburgh Plate Glass. Brook Hollow has grown from a wheat field in two years. The Webb & Knapp interests (New York) have $9 million worth of land between Dallas and Fort Worth and they are thinking in terms of a $1 billion project with jobs for 100,000 persons.

Exchange Park, now under way in the city, will include a 1,000-room hotel, medical center, department store and 150 retail shops, plus air-conditioned streets for pedestrians, and Inwood will house more plants.

VITAL STATISTICS of Dallas are impressive as are the rate of expansion and the influence exerted all over the Southwest by the financial houses and distributors. Population by mid-1956 can be reasonably estimated at 800,000, in view of Jan. 1 independent estimates (*Sales Management,* 792,400). Retail sales rose 55% between 1948-54 and ran about $1.2 billion last year, according to Dallas businessmen, but wholesale activity reaching east to Mississippi, north to the Kansas line and into Arkansas, and westward to Arizona has reached $1.9 billion.

But the Dallas population and its business trends must be weighed against the claim that the city is the fastest-growing commercial and industrial metropolis in the nation. They must be weighed, also, against the influence of an economic Siamese twin—Fort Worth. A bumpy 30-mile ride over Route 80 in a shoddy bus passes through a built-up area that offers few views of open fields, but eye-opening General Motors assembly,

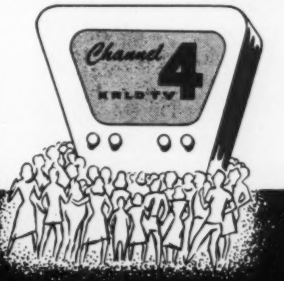


NO OTHER TV STATION IN TEXAS gives you as much coverage as . . .

KRLD-TV

KRLD-TV's Channel 4, telecasting with maximum power from the top of Texas' tallest tower, covers more than 28,500 square miles, a much greater coverage than provided by any other station operating in the Dallas-Fort Worth area . . . and the greatest coverage given by any station in Texas.

KRLD-TV presents the 12 top "Once A Week" shows (13 OUT OF THE TOP 15) together with 5 out of the top 10 "Multi-Weekly" shows . . . . *and, in this 4 station market* **. .**



KRLD-TV HAS THE GREATEST DALLAS AUDIENCE OF ANY OTHER STATION IN DALLAS-FT. WORTH AREA

	MONDAY TO FRIDAY				SUNDAY		
	7 AM-12 N	12 N-6 PM	6 PM-12 MID		8:30 AM-12 N	12 N-6 PM	6 PM-12 MID.
KRLD-TV	**55**	**30**	**38**	**KRLD-TV**	**64**	**34**	**47**
STATION B	31	32	26	STATION B	32	34	27
STATION C	14	28	24	STATION C	4	17	15
STATION D		10	13	STATION D		15	11

Telepulse Report — Dallas Metropolitan Area
April, 1956

Channel 4 *Dallas*

MAXIMUM. . . . . .POWER

Owners and operators of KRLD — 50,000 Watts, The Dallas Times Herald Station, Herald Square, Dallas 2, Texas.

JOHN W. RUNYON, *Chairman of the Board* — CLYDE W. REMBERT, *President*

REPRESENTED BY THE BRANHAM COMPANY

big airplane and other plants. On a clear day—and most of them are—an eager observer willing to ride up the 1,685-foot candelabra tv tower of WFAA-TV and KRLD-TV would be able to see over a million people tied by the Route 80 built-up strip and splattered with perimeter communities (Irving had 2,612 people in 1950, 26,000 in 1956).

Just a century ago Dallas was founded, for no particular reason, in the heart of Dallas County. There was a modest river, the Trinity, but a town could just as well have been started in a thousand other places. The railroads came in the 1870s, and Dallas has grown steadily and with celerity ever since in what was once a farming area. The nerve-center aspect is traced to top-level oil management, oil servicing, insurance, big banks, 11th Federal Reserve Bank, wholesaleing, transportation and manufacturing of finished products. Supporting these economic influences is a let's-do-it organization known as the Citizens Council, a group of leading businessmen "who can say yes" when a million dollars or so is needed to get a Dallas improvement project started.

Alex Keese, director of the A. H. Belo Corp. broadcast properties (WFAA-AM-TV), said Dallas is the fastest-growing nonresort city in the nation due to its wholesale and financial influences. A. H. Belo Corp., publishing the *News* and a 770-page *Texas Almanac,* is the oldest business institution in Texas, according to James M. Moroney Jr., treasurer.

Clyde W. Rembert, president, and William A. Roberts, general manager of KRLD-AM-TV, noted that Dallas has about the highest ratio of families in the $4,000-and-up income class of any major metropolis. They listed major manufacturers who have Dallas plants, and Mr. Roberts added that there are more cattle east of Dallas than west of Fort Worth.

Gordon McLendon, president of KLIF (Noemac station), traced Dallas' growth to oil wealth and its tax benefits, large banks ("three of them bigger than any in Houston") and good labor relations.

Texans think nothing of driving 200 miles to shop at famed Neiman Marcus, Titche-Goettinger or the other Dallas stores, said James Fitzpatrick, in charge of Belo Corp. research. The Federal Reserve Bank reports department store sales are running 1% over 1955 and industry is doing 4% to 5% better.

Dallas businessmen keep bringing up the building-permit record—$167 million last year, fourth highest in the United States (next to New York, Los Angeles and Chicago, and—ahem, ahead of Houston). They're keen economic rivals of Houston, and concede that it's bigger, but they profess only mild concern about the promotional zeal of neighboring Fort Worth.

While Dallas enjoys no exemption from traditional Texas summers, it has 120,000 room air-conditioning units, 6,500 homes with central systems and what's becoming universal cooling of business and hotel space. Rainfall is less than in "humid Houston" and more than the dry plains precipitation.

Among Dallas "firsts" in Southwest are these: First in population on a 100-mile basis; wholesale sales; manufacturing employment; air traffic; number of legal reserve insurance company home offices.

World War II started the aircraft boom. Chance Vought, biggest Dallas employer with 12,000 workers, did $147 million in sales last year and has a $1.2 million weekly payroll. Its ouput includes bombers, carrier planes and guided missles. Nearby is Temco Aircraft, with 7,000 employes, making subassemblies, modifying aircraft and making its own planes, and doing $78 million a year. It has contracts for 13 different types of planes and is a rather unpublicized but critical unit in the aircraft production field. To the west are the huge Bell helicopter plant and Convair, part of the Fort Worth scene.

Ford Motor Co. heads the automotive industry with the largest assembly unit outside its Detroit headquarters. General Motors has a plant at Arlington, closer to Fort Worth. Electronics plants are expanding, led by Collins Radio Co., employing 2,000 (military, communications and broadcast equipment plus sales headquarters); Texas Instrument Co., 2,800 employes and $28.3 million sales (largest germanium transistor producer, only high-temperature silicon transistor manufacturer), and Continental Electronics Mfg. Co.

Here are some quick Dallas indicators:

- $21.7 billion annual bank clearings; $2.1 billion deposits.
- 25% of employes in manufacturing.
- 28,000 employed in construction; same number in wholesale trade.
- Rail, air and highway center.
- Southwestern Bell Telephone headquarters for Texas; also Western Union.
- Nineteenth city in retail sales, 21st in population.
- Dallas life insurance companies have $1 billion in assets, $4 billion insurance in force.
- High ratio of feminine employment, with 107,000 women working (next to D.C.).
- Candelabra tv tower (WFAA-TV, KRLD-TV) made electronic history; Dallas and Fort Worth stations cover over million people in Dallas-Tarrant counties alone.
- Third-ranking fashion center in U. S., especially women's outerwear.
- Dominant finished-goods processor in Southwest; getting active in petrochemical processing.
- State Fair (world's largest) draws 2½ million persons, Cotton Bowl football game 100,000 or more.
- Southern Methodist U. and Dallas U.
- High wages; per family buying income $6,196 *(Sales Management).*

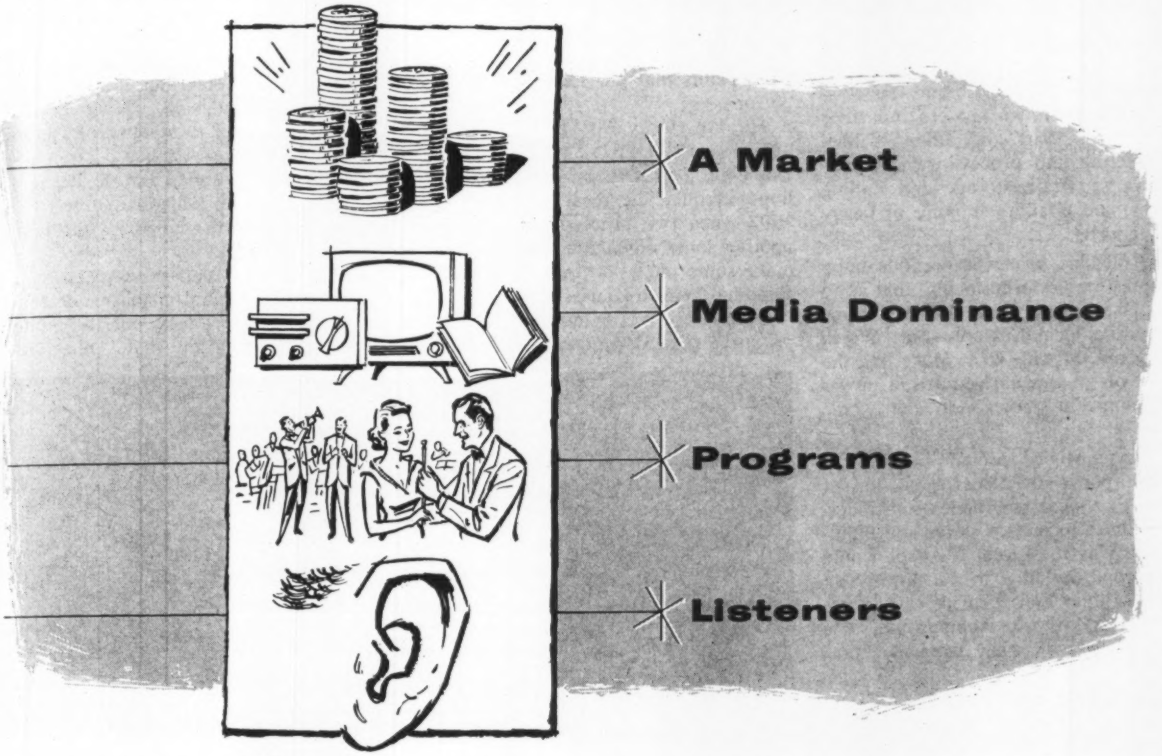
Dallas figures it will have a million in the metropolitan area within seven years. If Dallas and Fort Worth keep up their present pace, there may be over 2 million by the time the 1970 census enumerators make their count, judging by some prophesies.

The Webb & Knapp billion-dollar center midway between the cities, plus plane and auto plants, inevitably will widen the present highway links into a broad built-up band. Tv and radio will promote the union, since Dallas and Fort Worth stations sell in each other's backyards and throw signals that are wholly indifferent to county lines.

Currently about 80,000 people live on the Route 80 connection between the two cities. Maybe they'll have to call the market Dalworth or Fort Dall or something one of these decades, but that would take a lot of fun out of Fort Worth's energetic promotion.

DALLAS' Statler Hilton Hotel, complete with heliport (inset)

What makes a Radio Station GREAT?



WFAA serves a broad area in North Texas, Oklahoma, Arkansas and Louisiana. The 111 Texas counties which form the heart of the market alone include a population of 1,000,215 as reported by the 1950 census and an income of well over $6 billion. It is the richest market in a state known for its wealth.

In the WFAA market, the average adult family listens to radio 32 hours a week; looks at TV 28 hours and 52 minutes; reads newspapers 7 hours and 33 minutes; reads magazines 4 hours and 4 minutes.

WFAA has 8 of the top 10 quarter hours heard on all North Texas stations — and they are all WFAA-produced!

WFAA is "heard regularly" by 42.4%* of the families in North Texas in daytime; 26.8% at night. More people prefer WFAA-820 news than news on the next three stations combined.

To **Reach** *North Texas, use radio.*
To **Sell** *North Texas, use WFAA*
A **Great** *Radio Station*

**(All figures from Whan Study
A. C. Nielsen, N.S.I.)**

***A Clear Channel Service of
the Dallas Morning News***

WFAA *Dallas* **820 • 570**

Alex Keese, *Director*
Geo. Utley, *Commercial Manager*

Edward Petry & Co., Inc., Representatives

FORT WORTH

OF ALL Texas cities, Fort Worth is most adept at maintaining the "howdy, pardner" tradition in the face of some of the fastest metropolitan evolution to be found anywhere.

Aside from the friendly and informal atmosphere of the business folk, the visitor to Fort Worth inevitably must brand this cowtown as a center of two modern industrial developments—aircraft and autos; a livestock marketing and processing headquarters, of course; grain storage and milling focal point, and finally a mixture of heavy and light industry.

To top off this somewhat disillusioning set of impressions—disillusioning, that is, to the stranger who may have believed some of the favorite local folklore—Fort Worth has now come up with what looks like the most ultra of all the ultra-futuristic downtown development projects in the whole U. S.

This plan would provide traffic-free streets, little parks and places to sit, lots of nearby parking, pedestrian lanes and underground facilities to service stores and buildings. Known as the Gruen Plan, it would retain the good buildings in the downtown, clean out the junky ones, provide easy access for shoppers and, they're hoping, pull some business and industry away from neighboring Dallas.

The best way to start off a marketing look at Fort Worth is to drop in on one of its better-known oldtimers. Out east of the city, where bulldozers are chewing a toll-road clover-leaf out of what an exaggerating Texan might describe as a hill, Stetson-topped Harold Hough presides over the modern WBAP-AM-TV plant, one of the many monuments to the late Amon Carter whose enthusiasm dominates the city's story of civic and commercial development.

Feet on desk, Mr. Hough wraps up the whole history of Fort Worth in a few sentences, "When I came here there were more saloons than houses. It was a railroad center. Along came oil and the stockyards. Now we have 500,000 people in Tarrant County, General Motors, Convair, Bell Aircraft and heavy industry—and the Gruen Plan."

Here's the way principal industries contribute to the Fort Worth area economy: Convair employs up to 22,000 at its plant (called largest in world), adjoining Carswell Field. Convair's 1955 payroll was $97 million and it subcontracts millions of dollars of plane materials around the area. Carswell Field has a $2.5 million monthly payroll and spends $8 million a year locally in supply purchases. Convair modernizes B-36 bombers, having built them after World War II. Now it has contracts for B-58 supersonic bombers and a nuclear-powered plane. Bell Aircraft, at suburban Hurst between $12 million Amon Carter Field (an aeronautic palace) and the downtown, adds $30 million to the community—$18.5 million in payrolls and $10.8 million in goods and services. Bell (helicopters) has 3,000 employes, had $204 million in gross sales last year (10% over 1954) and has $200 million in unfilled orders. That's why the total aeronautic payroll in the metropolitan area tops $200 million.

TOMORROW's Fort Worth may look like this, with center of city turned into a traffic-free shopping and commercial park surrounded by freeway.

General Motors has a two-year-old assembly plant at Arlington with a capacity of 800 cars a day and peak employment of 2,000. The plant was feeling the spring slack that hit the whole automotive industry.

With around 675 manufacturing plants, Fort Worth claims $1.25 billion production from plants that provide work for 190,000 persons.

The big stockyards are the largest south of Kansas City, move 5 million head a year, employ 10,000 persons and have a $30 million payroll. The meat business began in 1902 when two processing plants were set up after somebody figured they might as well make some money off the cattle instead of shipping them to Kansas City.

Other Fort Worth industries are foundry products, oilfield equipment, machine tools and dies, windmills, air-conditioners, mill machinery, cement, containers, leather goods, soap, farm equipment and candy. The city has railroads and highways radiating in all directions.

Fort Worth has always indulged itself recklessly to enjoy a few laughs at the expense of Dallas. This civic trait is traced back to the 1870s when spirited residents raised $100,000 and induced the Santa Fe to run its tracks into the city instead of Dallas. It took Dallas four-score years to get even, Santa Fe having recently put a spur into that city, 30 miles to the east. When world fairs were the rage in the late 1930s, Fort Worth topped a Dallas show with a cowtown carnival that cost plenty but brightened luncheon club conversations for years. Amon Carter Airport was another daring promotion, but Dallas expects to recover its prestige with a new Love Field terminal that will have moving sidewalks to plane-side and 15-minute access to downtown.

Fort Worth boasts of its year-round mild weather as an inducement to new industry, but concedes summers get pretty hot. Julian B. Thomas, president of Texas Electric Service Co., said the utility builds power plants without walls, saving maybe a sixth of the cost. The number of meters in the urban area has increased from 49,000 in 1940 to 135,600 last Jan. 1. Beeman Fisher, TESCO vice president, in referring to Fort Worth's growth, called it "the hottest area in the country."

Everything is air-conditioned, said George Cranston, general manager of the WBAP stations—"everything but the outdoors and we're working on that," referring to the popularity of auto cooling and the Gruen Plan or possibly talking like a Texan. Fort Worth possibly has the biggest air-conditioning industry in the South.

Roy Bacus, WBAP-AM-TV commercial manager, said 80,000 people live in Arlington, Grand Prairie and other places along Route 80, the old Dallas road. A new toll-road is being built and another artery, 183, is less developed residentially.

WBAP-TV and KFJZ-TV have handsome plants and very high antennas. They throw prime signals that join the Dallas transmitters in drenching the Tarrant-Dallas area plus many counties beyond. The power radio stations also cover both cities, and everything in between. The Fort Worth newspapers show minimum interest in Dallas circulation or advertising, and vice versa

WBAP

DELIVERS

IMPACT RADIO

IN THE

BIGGEST MARKET

FORT WORTH-DALLAS

IN THE

BIGGEST ★ STATE

PLUS ADDITIONAL COVERAGE IN OKLAHOMA
ARKANSAS, LOUISIANA

SATURATE THE SOUTHWEST

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820 ★ WBAP ★ 570

WITH THE *BEST* IN

NEWS, MUSIC, PERSONALITIES, AND NETWORK PROGRAMS

WBAP

AM ★ FM ★ TV
820 ★ 570 ★ CHANNEL 5

STAR-TELEGRAM STATIONS • ABC—NBC • FORT WORTH, TEXAS

AMON CARTER | AMON CARTER, JR. | HAROLD HOUGH | GEORGE CRANSTON | ROY BACUS
Founder | President | Director | Manager | Commercial Manager

PETERS, GRIFFIN, WOODWARD, INC.—NATIONAL REPRESENTATIVES

HOW TEXAS INDUSTRY HAS GROWN

(U. S. Census Bureau Data)

		1947		1954	
	No. of establishments in 1954	No. employes	Value added by manufacture ($1,000)	No. employes	Value added by manufacture ($1,000)
All industries	8,944	297,054	1,727,476	414,113	3,508,133
Food	1,922	57,784	337,558	68,652	534,050
Textile mill	66	8,438	29,838	8,577	32,899
Apparel	517	21,734	70,423	30,123	100,912
Lumber, wood	1,044	30,694	95,988	20,931	76,353
Furniture, fixtures	475	5,819	22,984	9,378	49,942
Pulp, paper, products	81	4,674	32,992	7,811	65,445
Printing, publishing	1,367	17,756	92,467	22,667	157,661
Chemicals	531	23,552	234,496	37,289	725,247
Petroleum, coal	127	37,696	359,680	41,639	474,590
Leather, products	106	1,690	5,962	3,367	10,038
Stone, clay, glass	410	10,629	57,646	13,703	131,193
Primary metal	153	11,682	58,337	22,231	200,060
Fabricated metal	587	13,167	66,871	18,692	131,474
Machinery	785	23,300	129,587	31,891	314,791
Electrical machinery	91	1,946	12,163	5,229	38,181
Transportation	190	20,735	91,893	57,161	367,261
Instruments	87	921	3,681	1,927	16,503
Miscellaneous	373	3,284	14,458	10,532	52,169

with the Dallas newspapers. Broadcasters, however, are covering both and keeping pace with the gradual wedding of the cities into a single built-up area.

Fort Worth's aircraft industry meets near the Tarrant-Dallas county line with Chance Vought, another major plane manufacturer, and Temco next door. Thus electronics and aeronautics may some day rid Dallas-Fort Worth of their schizophrenic propensities and meld them into one great area with major merchandising and industrial concentrations.

The Gruen Plan is designed to make downtown Fort Worth attractive to business and shopping. It isn't likely to match the rate of skyscraper erection in Dallas, but those who try to be objective about the whole thing are convinced Fort Worth will be in serious trouble some day unless the city makes it easier for people to get into the center of the city. Fort Worth's economic indicators are steep-climbing, and there is balance and diversity. Dallas got the jump in wholesaling, but Fort Worth's distribution is expanding.

Fort Worth's vital statistics include 510,000 (estimated) people in Tarrant County, 450,000 in the urban area; $640 million retail sales in county; 3,400 farms, $66 million in production.

An eastbound truck driver stopped at the west end of Fort Worth recently and asked the grease monkey if there was a short-cut to Garland, northeast of Dallas. "It's 60 miles and it's all city and it'll take you four hours," the boy said. Luckily new freeways and toll roads will cut down that time but 1.5 million people cover a lot of acreage. Incidentally, they spend $1.8 billion a year in stores.

No matter what happens, Fort Worth will remain less sophisticated and more friendly than Dallas. A modest-priced slice of prime ribs at the Hilton Hotel in Fort Worth brought the aside, "It'll cost you a lot more at the Statler Hilton in Dallas and won't be half as thick." Despite newspaper and magazine drooling about the cowtown aura, western boots are a rarity around Fort Worth offices and at a petroleum luncheon club. A club hat check girl hadn't a single Stetson on the racks at lunch time. There aren't many apartments. An Interstate Theatres study showed that people stay home in the evenings. For western atmosphere, there's an occasional spittoon by the office building elevators.

Looking ahead, there's a new Webb & Knapp industrial project—a so-called billion-dollar one—just east of the Tarrant-Dallas county line that promises to be the biggest single project of its kind anywhere. Fort Worth, though, has its heavy industry, grain elevators (35 million bushels capacity), flour mills (15,200 hundredweight daily capacity); feed mills and other industries, plus oil money, stockyards and aviation, the Texas Christian U. Horned Frogs (football) and the annual livestock show.

Most important, it has pride in Fort Worth.

SAN ANTONIO

THE BIGGEST single industry in colorful San Antonio is military aviation. One of the few major American cities that has a distinctive quota of tourist-drawing charm. San Antonio combines the spending of government operations and visitors to count up a billion dollars worth of metropolitan income.

San Antonio boasts it can match the sightseeing attractions of San Francisco, New Orleans, Boston, Washington and Los Angeles. It has some of the oldest structures on the continent and some of the most modern of civilized trappings. Finally, its quick economic upswing is making the city one of the better and steadier markets of the Southwest.

Third-ranking Texas city in population, metropolitan San Antonio hit the 600,000 mark this year, having doubled in a quarter-century. Since 1940 the population has grown from 338,176, an increase of 77%. In the same period, San Antonio bank deposits rose from $117 million to $544 million, up 274%. Electric consumption has quintupled; gas has more than tripled.

While preserving a culture several hundred years old, San Antonio is now a major industrial and commercial city. Once far behind some of the other Texas cities in individual and family income, San Antonio is catching up as its low-income Latin American residents move into the skilled labor and the commercial-professional lines.

The Spanish—or Latin if you wish—situation is important in San Antonio's life and can easily be misunderstood (see Latin American story, page 124). James M. Gaines, general manager of WOAI-AM-TV, estimated 30% to 40% of the people are Spanish-speaking. "The old idea that Spanish-speaking people are a drawback in a community is unrealistic," he said. "They're aggressive. That's why they came to San Antonio, 150 miles from the border. They're becoming integrated into the population." He referred to WOAI's new one-hour nightly program, sponsored by Pearl Beer, with bi-lingual announcements.

Albert D. Johnson, general manager of KENS-AM-TV, observed that the income level of Spanish-speaking families has risen steadily in the last few years. Charles W. Balthrope, president of KITE, said, "Really, it's becoming mostly an American market but we play some Latin music." Gene Roth, board chairman of KONO, and his two sons, Bob and Jack, commercial and promotion manager, estimate 38% Mexican blood in Bexar County but note that local grade schools do not teach Spanish. James M. Brown, general manager, added that the "Se Habla Espanol" (Spanish spoken here) signs are rapidly disappearing from store windows. Only 15% of Latin Americans in San Antonio are now in the lower income group, according to J. E. Anderson, station manager of KIWW. And the Latin Americans can best be reached by radio and tv, said Nathan Safir, general manager of KCOR-AM-TV.

The military side of San Antonio's economy is summed up briefly by noting that the 11 bases within 18 miles of the city contribute $275 million payroll dollars that quickly wind up in the tills of local stores. Old Kelly Field, of World War I vintage, is still more important, marketwise, than a lot of counties. One of the traffic miracles of the era is found in late afternoon when Kelly unloads its 22,500 civilians and some of the 6,000 military personnel. Kelly has a $110 million payroll, purchases $18 million worth of local goods in a year and spends over $100 million in other parts of Texas.

Lackland air base with 25,000 military and 2,400 civilian personnel ($54 million payroll) spends maybe $13 million a year locally, Randolph $6.2 million, Fort Sam Houston and Brooke Medical Center each $2.5 million and Brooks air base $1 million. Plant additions are being made constantly at these bases. It's estimated the military spent $43 million in 1954 in the South Texas area in government contracts and subcontracts. Randolph has a $46 million payroll and the medical center $27 million, with Fort Sam Houston having $19.5 million.

Manufacturing industries employ 22,500 persons in San Antonio, with 163,581 in such non-manufacturing lines as building, transportation-utilities, trade-service and

IN SAN ANTONIO

KENS-TV DELIVERS MOST AUDIENCE MOST OF THE TIME

Yes, KENS-TV is first in eight of the nine measured time segments when both San Antonio VHF stations are on the air.

And San Antonio viewers see thirteen of the top fifteen once-a-week shows on KENS-TV.

In addition, seven of the top ten multi-weekly shows are telecast on Channel 5.

These May Telepulse results are in line with the consistent leadership of KENS-TV as the CBS affiliate in San Antonio and South Texas. All of this adds up to just one thing . . . KENS-TV delivers most audience most of the time. Contact Peters, Griffin, Woodward, Inc. for more information.

KENS-TV
EXPRESS-NEWS STATION
5

government. Principal manufacturing industries are food products (including such Mexican specialties as chili chips, cracklings and ta-tos), garments, ceramics, machinery, millwork, furniture, leather goods, metal products, cement, chemicals, transport and road equipment, oil field equipment and beer.

The primary market, according to the Chamber of Commerce, extends west to the Pecos, north to Midland and Austin, east to Corpus Christi and south to Laredo and Brownsville. As the only city over 200,000 in the area, San Antonio does a lot of wholesaling—more than 17 of the 48 states, says the C. of C.

The stockyards and vegetable market are major factors in the economy. Seventy percent of Texas sheep and practically all of the goats move through the market, plus cattle. Stockyard sales run over $35 million a year.

The romantic side of San Antonio is also of practical importance, with tourists spending $400 million to enjoy the old Alamo and other historic spots, and the balmy winters. Tourists from Mexico buy heavily at the stores, including merchants who purchase supplies. The Alamo has been extra popular since the songwriters, comedy strips and novelty goods outfits resurrected Davy Crockett. Davy died a hero's death March 6, 1836, with the rest of a doughty group overwhelmed by the forces of Santa Anna. "Remember the Alamo" led to defeat of Santa Anna two weeks later at San Jacinto, near Houston.

Plumb in the center of the city is the American version of Venice, a gorgeous dammed-up piece of the San Antonio river where canoes and boats idly wander through tropical vegetation while their occupants sip or eat or just enjoy comparative isolation from the skyscrapers above. Favorite stopping place is LaVillita (Little Town), a restoration of the original settlement. Centuries-old homes have been refurbished in the native motif, with an adjoining theatre having its stage across the little river from the sloping bank of seats.

The river and theatre, missions, and such spots as sunken Brackenridge Park mean big money to San Antonio, Mr. Balthrope observed in a mercenary moment during inspection of the city's attractions. They mean much, also, to the city's cultural life.

San Antonio residents agree the city is hot in summer, but they show charts of declining humidity from morning to evening and boast of the night breeze. There are only a few frosty days in winter, and the weather has been one of the reasons for the colossal collection of military air fields. The commercial airport, incidentally, is new, attractive and efficient.

Thousands of military personnel like the city so well they stay there after retirement. The place is becoming famed as a fine spot for retired people because housing and living costs are low in the mild climate and there are a lot of activities going on all through the year.

Of the 600,000 metropolitan (Bexar County) population, 522,000 live in the city. They pronounce Bexar as "Bare" instead of fumbling around with the Spanish version.

As center of the Southwest oil district, in which over half of the new discoveries are said to come, San Antonio lists the petroleum industry as a major part of its economy. Over $2 million a day is spent in production, drilling, refining, pipelines and leases in the district, with San Antonio as the focal point.

New buildings are appearing, including the $8 million National Bank of Commerce Bldg. and a handsome, modern headquarters for United Services Automobile Assn. (360,000 military personnel insured). The USAA building is out near Brackenridge Park, where the Spanish Conquistadores nearly three centuries ago sipped the cool waters at the head of San Antonio River.

San Antonio has learned how to combine culture and factories, and how to serve as host to the government's defense facilities and personnel. The economic consequences are good.

EL PASO

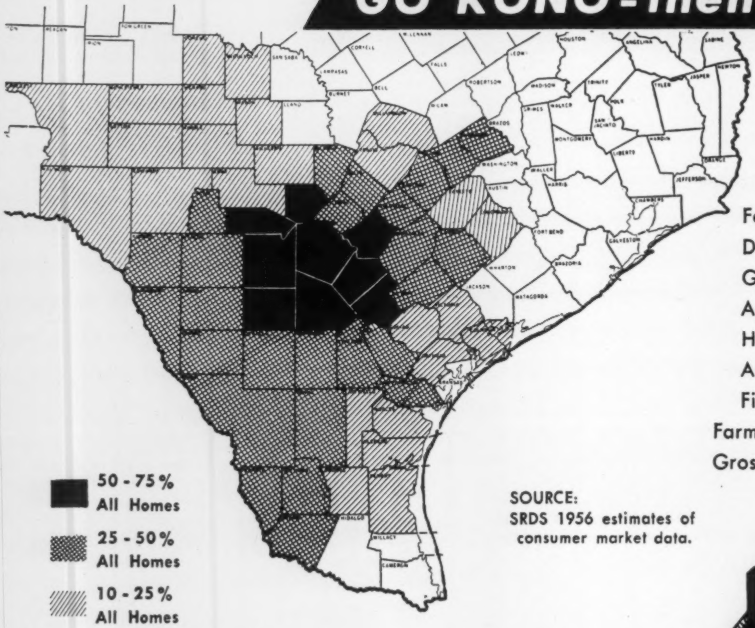
FROM a lookout point on Franklin Mountain a stranger is apt to be astonished at the panorama below. Within a horseshoe pattern at the base of the mountain and northeast of the Rio Grande River are over 225,000 people, comprising the fifth largest market in Texas.

Across the river—and it isn't much as rivers go—are another 200,000 persons living in Jaurez, largest city on the Texas-Mexican border. Added up, the two-city

GO KONO the Leading Independent Station in the Great Southwest

COMMANDING THE LISTENERSHIP OF 63 COUNTIES!

GO KONO-then watch KONO GO!



Coverage: 1953 NIELSEN SURVEY

Population	1,736,900
Households	469,750
Consumer Spendable Income	$2,324,554,000
C.S.I. per Household	$ 4,124
Total Retail Sales	$1,842,526,000
Food	$ 419,787,000
Drug	$ 49,610,000
General Merchandise	$ 201,712,000
Apparel	$ 104,018,000
Home Furnishings	$ 92,314,000
Automotive	$ 420,378,000
Filling Station	$ 144,243,000
Farm Population	223,900
Gross Farm Income	$ 412,273,000

SOURCE:
SRDS 1956 estimates of
consumer market data.

KONO
SAN ANTONIO
Independent Since 1927

H-R Representatives Nationally
Clarke Brown Co.
South & Southwest

EL PASO, as it looks from the top of Franklin Mt. In the distance is Juarez, Mexico. Combined population: nearly half million.

panorama and the El Paso County populace total close to a half-million people.

Those who serve commodities and conveniences to this market can profit by a close look at its unusual traits. El Paso County is bounded on the west and south by Mexico, on the north by New Mexico and on the east by mountains and desert. Its geography thus governs its living and buying habits to a considerable extent.

Any notion that El Paso is dominated by peons and a cluster of rich Americans will disappear in the ride from the airport to a mid-town hotel. Except for some older settlements, El Paso is building for the future at a pace likely to match that of any other major city. It is pushing right up and around Franklin Mountain with modern professional and residential architecture of the latest type.

Val Lawrence, KROD-AM-TV vice president, remembers when El Pasoans could get a Mexican maid, wife of a peon, just a score of years ago for $3 a week. Now the peon is head of a family that has an income of several thousand dollars a year—often two or three times that much because many members of the average Mexican family are employed. The result is one of the highest per family income levels in the state—$6,148 according to *Sales Management*.

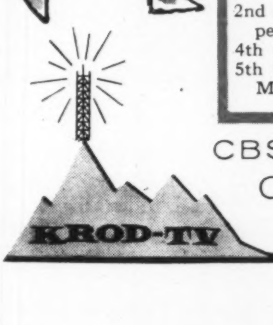
Half of the residents speak Spanish—but a predominant share speak English or are bi-lingual. Those of Mexican descent are working at skilled jobs and in white-collar posts, as well as in the trades and services. Bi-lingual signs in stores are disappearing but many people of Mexican origin retain their entertainment preferences. These are catered to by bi-lingual radio and tv stations (see Spanish story, page 124). Frank Stewart, new operator of KEPO, has converted the station to bi-lingual programming.

El Paso has few cow-townish traits. A majority of the businessmen wear a hat and coat in summer—a compromise between such sport-shirt cities as Phoenix and Tucson, and the sophistication of Dallas. Summer heat is eased by the near-4,000-foot elevation of the residential areas. Lowest spot in the county is 3,762 feet. El Paso averages 80% of total sunshine and has run up 400 consecutive sunny days. With only 9 inches rainfall, the humidity is extremely low. Climate is a lure to industry and new plants are setting up shop.

Year-round tourist business and the year-end Sun Bowl festivities bring in a lot of money, some of which is spent in shops and saucy night clubs and shops across the bridge in Juarez. But the financial stream flows both ways. Several thousand Juarez citizens cross daily to work in El Paso. Many others have shopping passes. "Juarez is a bonus," according to Roy T. Chapman, vice president-commercial manager of KTSM-AM-TV.

Bruce Barnard, manager of KROD, described El Paso as "a consistent and fast-developing market but not a boom city." Jack V. Curlin, vice president of El Paso National Bank, pointed out that deposits of city banks have risen from $40.5 million in 1940 to $227.2 million Jan. 1, 1956. Notable elements in the diversified economy, he said, are military, general services, industries, basic metal production, garment-making, cement and agriculture. Work clothing alone amounts to $40 million a year, with huge quantities of medium and pima long-staple cotton grown in the area.

Some neat farming ideas are developing in the irrigated area. The 4,000-acre Stahmann farm has the world's largest pecan farm and markets more geese (195,000 in 1954) than anyone else anywhere. Its cotton is ginned right on the farm. Geese eat the weeds in cotton fields, a cheap form of labor, and poultry manure is fine for the crops. Pecan, cotton and dressed-geese sales are



Grab YOUR TIME FOR FALL IN El Paso ON KROD-TV the ONLY television station that delivers the ENTIRE fabulous EL PASO SOUTHWEST

Don't overlook the BIG, BIG El Paso Market when selecting your fall television schedules. KROD-TV not only saturates El Paso County but is the only television station that effectively covers 7 rich, Texas and New Mexico Counties. An added bonus is Juarez, Mexico, and two large military installations.

Whatever your product may be: ... you'll sell more on Channel 4!

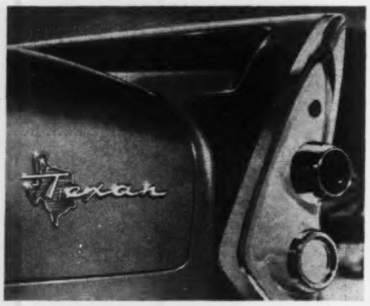
KROD-TV DELIVERS AN AREA THAT IS

2nd in Texas in Effective Income per family
4th in Texas in Food Sales
5th in Texas in General Merchandise Sales
5th in Texas in Retail Sales
5th in Texas in Furniture and Household Sales
5th in Automotive Sales
5th in Drug Sales

CBS and ABC Television Networks
Channel 4 EL PASO, TEXAS

Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.;
Dick Watts, Gen. Sales Mgr.

FOR TEXANS ONLY



THEY'RE proud of the state, these Texans, and Chrysler Corp. came up with the first passenger auto developed exclusively for a single state. This new Dodge "Texan" has a big name "Texan" overlayed on a map of the state on the rear deck, with crossed Texas flags on the right of the front of this distinctive auto's hood.

enormous, plus four carloads of goose feathers that bring a nice annual income. Experimental laboratories are operated to improve the crops and processing.

The underground water supply is described as almost unlimited, a boon to irrigation.

El Paso is a true focal-point city, the commercial, financial, cultural and transportation center of much of the Southwest. Its commercial folk call it the largest metropolis in an area bounded by Los Angeles on the west, Denver to the north, Mexico City to the south and Fort Worth-San Antonio to the east. The nearest city of equal or larger size is 600 miles away.

Five railroads, with division points, and four airlines converge on the city, providing transcontinental and international traffic facilities. Twenty-six motor freight lines provide highway service. Southern Pacific moves 1,300,000 freight cars a year through its yards. Railroads have a $16.5 million payroll. Located at the southern tip of the Rockies, El Paso was originally named Paso del Norte (Pass of the North). Gordon Phillips, KROD-TV promotion manager, said El Paso has the largest retail trading area of any American city.

Phelps Dodge, with the world's largest electrolytic copper refinery (29% of U. S. total, $3 million payroll) and American Smelting & Refining Co. process zinc and lead as well as copper, with over 2,000 employes. Texas Oil Co. has a new $15.5 million project and Falstaff Brewing Corp. (fourth largest in U. S.) picked El Paso for a big brewery.

El Paso Natural Gas Co. is one of the Southwest's major utilities and is setting up a big unit to feed hydrocarbons to General Tire's new rubber plant at Odessa. The company is headquartered in a new 18-story building.

Farah Mfg. Co., Hicks Hayward Co. and Hortex Mfg. Co. head the list of garment manufacturers who produce $40 million a year in work and outdoor clothes and have $6 million payroll. There's plenty of cotton around, but spinning mills haven't come into West Texas. Northup aircraft has a guided-plane plant and word has gone around that it will build a major plant. Lumber mills do a $30 million business, having access to a tremendous stand of ponderosa pine.

The government spends $100 million a year in the area. Fort Bliss and Biggs Air Force Base have a $63 million total payroll. They are handy to the White Sands proving grounds, 60 miles away, where such things as atom bombs and guided missiles are familiar items. Early in the summer the Air Force had a guided missle, weapon of the future, on display at the cottonwood stump in the center-city plaza. The historic stump marks the spot where the first southwestern newspaper was published. Another historic item is an original El Paso & Juarez horse car, complete with old "Mandy" the mule and driver (re-created). Texas Western College (U. of Texas) has a unique mountainside campus.

El Paso feels it has built carefully for the future, with international trade, industry, farming, military, tourist, cattle and oil money, said Chris P. Fox of State National Bank. Its influence radiates in all directions. It's 600 miles to Austin and the Dallas-Fort Worth-San Antonio cluster of cities, and their influence is lessened by the mileage.

This isolated empire looks around at a $230 million copper industry, a $150 million cattle ranching business, and all its other economic elements; it sees important petroleum and potash enterprises that will figure prominently in the future, and finally scans the ultra-modern aeronautic plans of the military—it looks at all this progress and figures it might catch up one of these days with the Texas cities far to the east.

LUBBOCK

OUT on the South Plains in West Texas the city of Lubbock offers convincing proof that industrial civilization need not be ugly. Despite its cotton processing industries, grain elevators, acres of warehouses and other trappings of industry this city of 130,000 has grown out of ranch country in a few decades into an attractive and efficient municipality.

Lubbock is hub of Lubbock County (165,000) and of more than 20 other counties with a half-million population, serving as retail and wholesale purveyor, storehouse for crops and producer of finished commodities. And Lubbock serves also as financial center for some of the most prosperous farmers and oil-well royalty collectors in all the nation.

Possibly the most interesting phase of Lubbock's growth has been its ability to stand prosperity. At the turn of the century a homesteader could file for $1 an acre, pay 3% interest and own a section of ranch land for $18.92 a year, according to Walter S. Posey, board chairman of First National Bank ($40,000 deposits in 1901, $57 million in mid-1956).

That was before S. S. Rush, an East Texan, migrated to the semi-arid country up on the 3,000-foot Caprock for his health. He arrived with a cow trailing his covered wagon. When Mr. Rush found the cow could live on local grass, he decided to plant the cottonseed he had brought along for fodder. So—Lubbock is now the third largest inland cotton market in the world; center of the most mechanized agricultural area; largest cotton-producing region in the nation; "cottonseed oil capital of the world"; the home of 347 wholesale outlets, and one of the highest per-family and per-farm income centers in the U. S.

That snap summary of the city's economic burst may over-simplify the story, but it lays background for the more interesting miracle —freedom from growing pains. Lubbock is neatly laid out, with numbered streets one way and alphabetical avenues the other. It has few unsightly industrial structures despite its livestock and processing industries. It is unusually clean (for 11 straight years named cleanest city in Texas by National Cleanup-Paintup-Fixup Bureau). Most of its leading business people are young.

At substantial cost, the city has set up a routing system for through motor traffic. It has a look of newness seldom found among metropolitan communities. Houses go up as fast as they can be erected (nearly 14,000 since 1945 at a cost of $110 million). Building permits run over $25 million a year.

Lubbock is grateful for the money it has made out of the ground. In a 50-county area that features the northern slope of the famed Permian Basin are the greatest known oil reserves in the nation, according to Banker Posey, who is half way through his sixth decade in the city. Oil accounts for a third of First National's $57 million in deposits. Every week there's a new oil field within 80 miles, he said. With a half-million people centering their business interests in Lubbock, "they can now live on one another," he said.

They like oil very much on the South Plains. If they don't hit oil they're pretty sure to find water, and the underground water reserves in the Ogallala formation are responsible for an average farm income of $16,000. W. D. Rogers Jr., president of WDUB-AM-TV, said 85% of farms are irrigated, with recovery depending partly on rain. There's 19 inches of rain per year, mostly in the growing season. The moisture seeps through the sandy loam into the water-carrying strata below instead of lying around waiting to be evaporated. A dozen cities around Lubbock have joined in a $75 million Canadian River project designed to supplement the underground supplies (see Agriculture, page 90).

With its dry air, Lubbock is fine for warehousing, according to Joe H. Bryan, president of KCBD-AM-TV, and distant beet sugar firms use some of the space in summer before the cotton harvest arrives.

M. M. Rochester, general manager of KSEL, said 65 cents of every dollar spent in Lubbock stores comes from outside the county. Gordon Thompson, general manager of KFYO, said Lubbock's next step is to bring in more industry—high-wage industry, that is, because Lubbock is choosy.

Here is Lubbock's urban population story —4,000 in 1920; 20,500 in 1930; 31,800 in 1940; 71,700 in 1950; 130,000 in mid-1956. Currently folks are moving in at the rate of 1,000 a month, a rate (percentage) equalled by only two other cities.

The city is home of Texas Technological

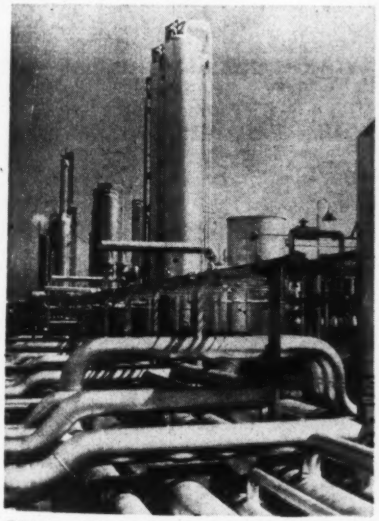
PARDNER STATIONS CORRAL RICH, SCATTERED POPULATION INTO ONE BIG PACKAGE

KDUB-TV
TEXAS
KPAR-TV

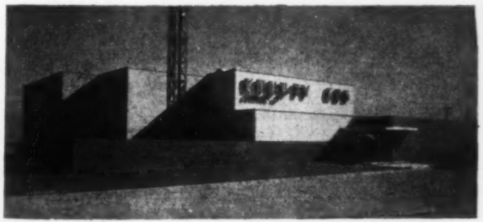
THE COMBINED AREA covered by KDUB-TV and KPAR-TV encompasses a population equal to many "major" metropolitan areas. Advertisers were quick to realize that such agricultural areas depend more on TV for entertainment than do big-city viewers. This micro-wave installation knits such an area into one big market.

HEAVY MECHANIZATION and irrigation of the big plains farms have skyrocketed production and incomes 129% above national average. The K-Dub stations cover thousands of such farms and ranches with one economical purchase.

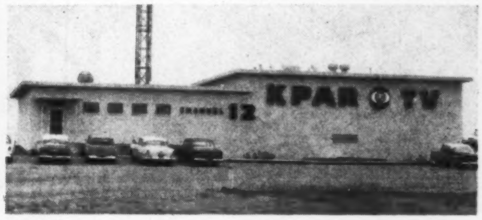
COTTONSEED OIL MILLS process 1,600 tons of cottonseed daily to make Lubbock the cottonseed oil capitol of the world. This giant industry is rapidly expanding



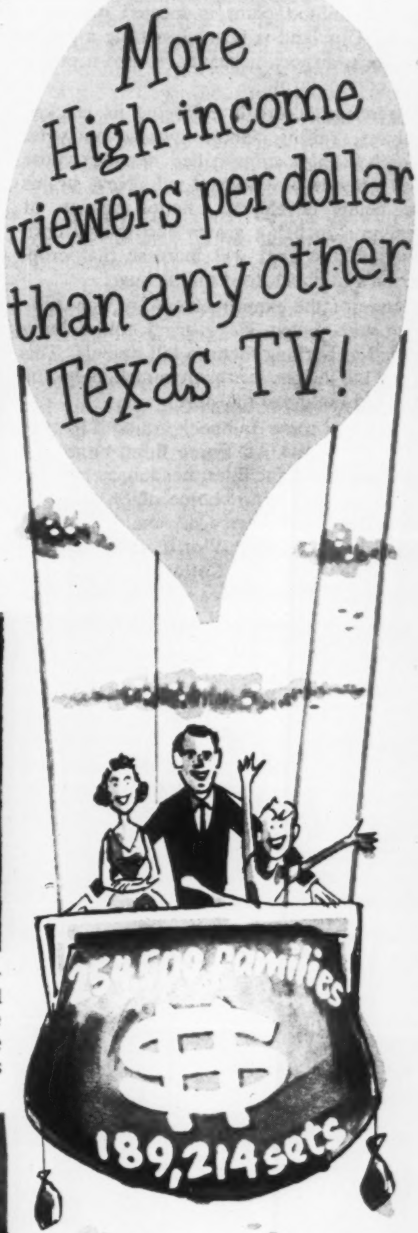
OVER 40,000 PRODUCING OIL WELLS and scores of refineries add their high income workers to the K-Dub stations' audience. And this audience also depends heavily on TV for entertainment.



KDUB-TV—CBS — Lubbock, Texas, operates on maximum power of 316,000 watts — most powerful station in the market.



KPAR-TV—CBS — affiliate for Abilene-Sweetwater, Texas, transmits CBS programming by micro-wave from KDUB-TV and originates local programs in a large studio at transmitter site.


More High-income viewers per dollar than any other Texas TV!
families
189,214 sets

CBS

K-DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

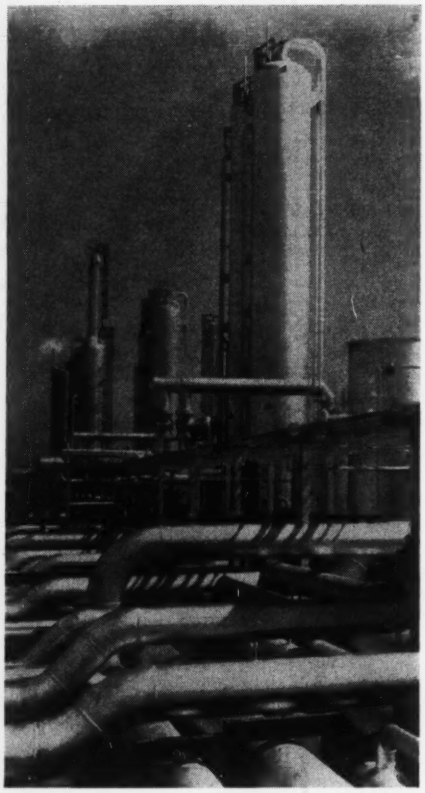
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

College, with 7,000 students. Tech has just been admitted to the Southwest Conference. Its $20 million plant is located on 2,008 acres. This land is farmed, netting a profit. The local airport, a beauty, is also a profitable cotton farm.

Area agriculture is enlarging its chicken business, raising fancy hybrids on wire. There's a new crop called sesame whose pods provide a source of oil. New strains are being developed. Better strains of sorghum are being grown and hybrid corn suited to the area will increase that crop. Purina's Lubbock feed mill is huge.

Some of the experimenters are now tinkering with a new idea—grind cotton burrs instead of burning them to kill weevils. This would kill the pests, provide mulch, help stop dust and build soil moisture.

Here are some Lubbock traits: $10 million from Reese Air Force Base; huge new city auditorium facilities; headquarters Dunlap stores (27 units); home office of Great Plains Life Insurance Co. (building called tallest between Fort Worth and Los Angeles); New Western Cotton Oil margarine plant; 55 farmers in area paid taxes on over $100,000 a year; $600 million retail sales in trade territory; 125 churches (First Methodist cost $2.3 million, First Baptist $1.6 million, Broadway Church of Christ, largest in that denomination, $700,000); bank deposits in Lubbock have increased 3,600% in 21 years; 246 manufacturing plants; Mackenzie State Park, 611 acres including prairie dog colony (with owls, too); symphony orchestra; Spitz Planetarium.



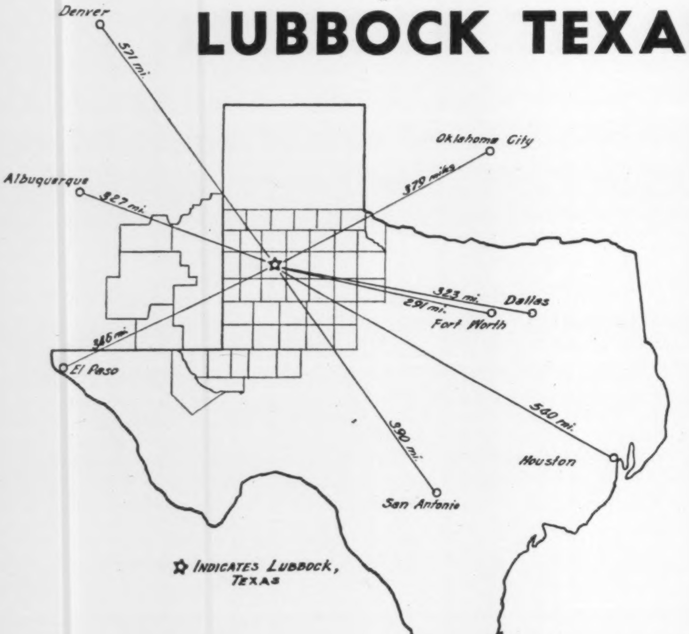
TWENTY PERCENT of the nation's crude oil is produced south and west of Lubbock, with reserves estimated at billions of barrels. This is the Stanolind plant.

AMARILLO

JUST a century ago a hardy pioneer, one Capt. R. B. March, took a look around Wildhorse Lake in the heart of the Texas Panhandle, shook his head, and observed to his fellow sufferers, "This country is, and must remain, uninhabited forever."

Capt. March proved to be more sensitive to the elements than to the human and economic potential of the Panhandle. A quick look in and around Amarillo, mid-1956 version, shows a metropolitan area of 135,000 of the highest income people in the Southwest; vast petroleum, petrochemical and chemical industries; a thriving agriculture; a completely modern and progressive city whose population has expanded 40,000 since the 1950 census.

Amarillo, mid-19th Century version, was barren range country—fine for buffalo hunting and a good place for prairie dogs to nest and rear their young. Wildhorse Lake was a lure to the covered-wagon crowd and cowpokes driving a herd to a distant rail-head. The weather was interesting and vigorous, they discovered, with bitter cold spells in winter and parching sunshine in summer. Winds howled and sometimes dust blew in from New Mexico. Rains came occasionally. Sudden Northers from the Rockies cut the temperature 40 degrees before a hasty shelter could be arranged. As the local proverb puts it, the only thing between Amarillo and



LUBBOCK TEXAS / *"one of the nation's fastest growing markets"*

LARGEST METROPOLITAN MARKET BETWEEN DALLAS, FT. WORTH AND ALBUQUERQUE—650 MI. SAN ANTONIO & DENVER—951 MI. OKLAHOMA CITY & EL PASO—556 MI.

KCBD-TV

CHANNEL 11 NBC-ABC

owned and operated by

BRYANT RADIO AND TELEVISION COMPANY, INCORPORATED

Geo. L. Tarter
Vice Pres. Sales

PHONE
SHerwood
4-1414

Ray Poindexter
Nat'l Sales Mgr.

REPRESENTED BY PAUL H. RAYMER

"YOUR BEST TELEVISION BUY IN LUBBOCK TEXAS"

the North Pole is a barbed wire fence.

Out of that dubious parlay has grown the trade and industrial center of 30 counties, some of them in New Mexico and Oklahoma. Amarillo is the fifth wholesale market in Texas, being located over 200 miles from the nearest larger city. Its oil and gas fields (30 counties) bring in $300 million a year and put $52 million into pay envelopes. Farm products are worth a half-billion dollars and Amarillo has huge grain elevators. Ninety-five per cent of Texas wheat comes out of the soil, despite low rainfall and arid atmosphere, aided by irrigation water from the Ogallala strata. Other crops are sorghum, oats, barley, rye and cotton.

The synthetic rubber and other petrochemical industries plus the refineries have an exclusive member—the only helium production facility in the United States. Amarillo is the largest producer of carbon black, with 18 plants producing this essential industrial item—worth $35 million a year.

Around Amarillo—which means yellow and comes from the color of creek bed clay—they talk about the weather but like the residents of 47 other states they have learned to live comfortably despite occasional atmospheric indiscretions. And a good cold spell provides time to add up the latest oil royalties, or plan next season's stock breeding. Several hundred thousand cattle are sold every year at the local market.

Except El Paso, Amarillo is the highest city in Texas—3,676 feet. This brings welcome winds in the summer nights as well as the less desirable Northers in the cold months.

Income sources include Amarillo Air Force base; a new atomic energy project, and food industries such as Burrus elevators (largest in Texas), Sunshine Biscuits and Nabisco. Transportation is a major industry with rail, air and highway routes intersecting at this geographical center of the Panhandle.

The gas field, one of the largest, was developed in the early 20's. Oil was discovered in 1921 and within five years it was obvious that the once little adobe settlement had a metropolitan future in its humble civic life. The plains provide underground water for city as well as agricultural uses, and it takes a lot of city water to supply the new houses that keep popping up in the fringe acres.

This is the Panhandle, out of which 10 counties were once plucked as a modest payment for the pink stone Capitol at Austin.

SABINE TRIANGLE

Beaumont-Port Arthur-Orange

THEY justifiably call this Neches River-Sabine Lake nest of tanks and petro-plumbing "The Golden Triangle."

While most of the major industrial growth has shot up since early World War II days, the cause of all this economic excitement was the 1901 spewing of the original Spindletop oil well (see petroleum, petrochemistry stories). The field slowed down after a couple of decades, but new discoveries in the 1930s started the current boom—and it really can be called a boom, as auto and air inspection will show. Nearly 300,000 persons live in the metropolitan areas (Jefferson and Orange counties).

Beaumont sits 48 miles inland from the Gulf. Its well-equipped port handles around 22 million tons of cargo a year, serving some of the nation's industrial majors (Goodrich, DuPont, Texas Co., Magnolia, Atlantic Refining, Socony, Stanolind, to name a few). A short way off, in the Neches River channel, is a big Bethlehem Steel yard.

Port Arthur runs about a tie with Beaumont in ship traffic, and the harbor is a crossroads for traffic headed to Beaumont or Orange, being closer to the Gulf on Sabine Lake. Petroleum dominates Port Arthur cargoes, the city having a number of major refineries and petrochemical plants. Orange moves over a million tons of petroleum, steel and chemicals as well as woodpulp and bananas. All three ports are tied into the Intracoastal Waterway.

Largest of the Sabine area cities, with 110,000 population, Beaumont has doubled since 1940. Bank deposits have quadupled, business has kept pace and new construction is appearing all around. The highways to Port Arthur and Houston are tough, but new ones are being built to carry the heavy traffic. Beaumont is working on another traffic problem—railway grade crossings.

Mott M. Johnson, commercial manager of KFDM-TV, said the combined tonnage of the triangular port system is second only to New York. Away from the tank farms and cracking towers, newer parts of Beaumont reflect the area's prosperity and solid industrial foundation. Shopping centers, hotels

ONE LOW
COMBINATION
RATE

KLYN

CBS
RADIO

1000 WATTS
FULL TIME

AMARILLO

940 ON
YOUR DIAL

TEXAS BEST BUY

COMBINATION OF

KLYN
Amarillo

KWFT
Wichita Falls

NAT. REP.
JOHN
BLAIR
& Company

THE WINNING PAIR REACHING 2 BILLION
DOLLAR TEXAS-OKLAHOMA MARKET

Low Combination Rates

A
KENYON
BROWN
Station

and motels are joining the municipal parade of progress.

Golden drops of oil trickle down a Port Arthur promotion piece, tagged by the Chamber of Commerce "The City That Oils the World." Its economy pretty well parallels that of Beaumont, and sometimes the year-end round up brings civic glee as the figures show superiority over Beaumont's tonnage. Four of the biggest oil refineries anywhere hire 13,000 people, pay them $6 million every month and process 575,000 barrels of crude every day. Eight miles away at Port Neches are three synthetic rubber plants employing 3,000. Asphalt, anti-freeze and many types of chemicals are produced. Steel barrels, brass fittings, coke processing, tank and other products are turned out. City-limit population is 62,000; 95,000 in the area called Greater Port Arthur.

A mile-and-a-half bridge across the Neches River connects Port Arthur and Orange. Not long ago Orange was a small-townish industrial place. Now its rate of growth has made Port Arthur and Beaumont take notice. There are 61,000 people in the county, half of them in the immediate Orange urban area. The port's main tonnage consists of petroleum, steel, sea shells and industrial chemicals. Steel, chemicals, ore, woodpulp and fruit are imported. Shipbuilding firms turned out many craft during World War II and a mothball fleet is in storage. Naval facilities provide a $10 million annual payroll. Allied Chemical, Spencer Chemical and a $100 million DuPont plant are among big industries. Goodrich-Gulf is among newer plants.

The Texas Longhorn: Only a museum piece now

SPOTLIGHT ON TEXAS

Biggest state—263,513 sq. mi., 168,648,320 acres; 3,826 sq. mi. inland water area.

Airline distances—801 mi. southern tip near Brownsville to Panhandle corner in north; 773 mi. from Sabine River in east to western tip of El Paso County.

Four natural regions—Gulf Coastal Plain, North Central Plains, Great Plains in Panhandle and Trans-Pecos at far western end.

Climate—Every kind of North American weather; from awful hot to awful windy and cold. Moist in east and along Gulf; dry toward the west.

Income—Once all cattle and crops; oil started to become important a quarter-century ago; now basic industries are developing with extreme rapidity and consumer goods production is increasing.

Mineral resources—Really fabulous, and a lot of subsurface wealth hasn't been discovered.

People—8.8 million of them. Rapidly losing cow-country and 10-gallon-hat traits. Their Texas pride and vigor account for some of the fast progress.

Culture—As much as most states; more than many. Fine universities, professional schools, symphonies, museums and other attributes of better living.

Markets—Way ahead of many states in rate of increase in individual and family income. Some spots have unusually high income.

Future—It looks very bright because conditions are favorable for growth of raw-material industries, processing and fabricating; food industries will grow. The market is big enough to live off itself.

Texas
La.
BEAUMONT
ORANGE
PORT ARTHUR

DOMINATES THIS IMPORTANT GOLD COAST CITIES MARKET

KFDM-TV

STUDIOS IN BEAUMONT
CHANNEL 6

- 109,000 TV Homes in 13 Texas Counties and Louisiana Parishes.
- Complete Dominance (Supported by Telepulse Survey)
- Grade A Coverage in Beaumont — Port Arthur — Orange
- CBS — Primary — ABC — Secondary

Represented by Peters, Griffin, Woodward, Inc.

CORPUS CHRISTI

EVERY day is Sports Shirt Day, 365 days a year, in Corpus Christi. At one time the city made much ado along about April 1 and formally tossed aside gray flannel suits. Now a good share of the downtown entrepreneurs consider full Madison Ave. garb a form of civic treason—disloyalty to the gentle breezes that come across Corpus Christi Bay from the Gulf.

Corpus Christi's Shoreline Boulevard is an attractive sight. It is lined with modern buildings and beautiful homes as well as palm trees and other semi-tropical flora. Off to the north and northwest are immense metal and mineral industries. Any stray fumes from their stacks are wafted away from the residential areas by the prevailing, and very welcome, Gulf breeze.

Like a lot of its Texas contemporaries, the metropolis of Corpus Christi was just one more town prior to World War II. That, plus gas and oil, did it. Cotton oil mills, food and millwork plants soon were surrounded by refineries, metal fabricating industries and chemical plants.

The population box score—urban area—looks like this:

1920—	10,000	1953—	137,000
1940—	57,000	1955—	163,000
1950—	108,000	1956—	175,000*

*Mid-1956 Chamber of Commerce estimate: 240,000 in Neuces County.

FROM the bay side, the waterfront of Corpus Christi offers an interesting spectacle with the yacht basin and shore drive in the foreground. At upper right is the harbor where ocean shipping loads products of agriculture and industry.

Now Corpus Christi has such industrial majors as Celanese, Sinclair Refining, Reynolds Aluminum, American Smelting & Refining, Halliburton Cement and Corn Products Refining. Its oil and gas wells, the local and nearby minerals and the cotton-sorghum crops feed these big plants which in turn are bread-and-butter to thousands of employes.

All this development hinges on two major

*All figures quoted from ''Sales Management's Survey of Buying Power.'

We've Got a Lot of PEOPLE...

With the half-million mark just ahead, our coverage area of 14 counties includes 410,700 people . . . 106,400 families!

They've Got a Lot of MONEY...

Effective buying income of $550,829,000 . . . a whopping big increase since 1950—and the trend is still upward! The new Wesley Seale Dam, new freeways, a high level bridge to increase port facilities substantially . . . mean MORE money all the time to the growing Coastal Bend!

They SPEND a Lot of MONEY...

Retail sales of $397,227,000 set a record total in '55 a market well worth getting your share of!

KRIS-TV

The only VHF Station in over 135 miles— Tells Them Where to Buy, What To Buy...

KRIS-TV puts your message where it **sells** . . . into the living rooms of 14 prosperous South Texas counties . . . surrounded by top-rated NBC shows and versatile, popular local programming! **Full time live interconnected.**

NBC Channel 6
Corpus Christi, Texas

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

facilities—the port and 22-mile channel to the Gulf, and the Intracoastal Waterway. The port, with Harbor Island and Ingleside on the channel, is ninth largest tonnage mover (27 million) in the United States. The canal provides barge transport to the Mississippi Valley and the East Coast.

Corpus Christi has many facets. A motorist driving down the coastal plain from Houston is impressed at first by the huge industries and by the evidences of civic growing pains. After cruising around the tall business buildings, Shoreline Blvd. and the T-shaped yacht basin, there's ample evidence local planners are looking far ahead.

A look back at Corpus Christi trade charts shows that retail sales and bank deposits of the city doubled in the depression of the 30s. In the 1940 decade, population and bank deposits jumped to record levels. Latest retail trade figure (1956) for the city is over $200 million, or $240 million for Neuces County, five times the 1939 sales. Local pay-salary scales are rising. A third of residents are of Latin descent.

A barely touched resource that keeps Corpus Christi recalling Miami and Miami Beach, Fla., in 1920 is 131-mile Padre Island, a sandy strip running all the way to Mexico. Once a hangout for buccaneers, this area is almost untouched—"the only remaining undeveloped shoreline in the nation," according to Joe Kelley, partner in Adcraft Advertising Agency. Mr. Kelley, ex-broadcaster (WSTP St. Petersburg, Fla.), and RCA transmitter representative, settled in Corpus Christi because he was enamored of the balmy climate and thought the market had a good future. T. Frank Smith, president of KRIS-AM-TV, said oil, gas, port facilities, industries, weather and agriculture would lead the South Texas Coastal Bend to undreamed-of commercial heights.

The dark clay and clay-loam soils bring high yields—two, three and four crops sometimes in the long growing season. Tourist traffic ought to run around $20 million, though January isn't as warm as Miami Beach. The Naval air station has a $125 million plant and is being enlarged. It has a payroll of more than $50 million. Within 100 miles are 8% of known U. S. oil reserves and 30 trillion feet of gas. Offshore drilling will help the city, which ties into a series of pipeline networks.

The fishing is wonderful—commercial and for fun. Of interest to tourists is King Ranch, world's largest, where fancy livestock are bred in an area that takes four days of motoring to inspect. Oyster shell deposits are notable. A $70 million bridge, port and road program is underway in the city and the new Wesley Seale Dam will multiply the water supply 10 times.

Wholesale and retail trade influence extends all over the southern tip of the Texas triangle. The locally headquartered HEB stores—66 of them operated by Howard E. Butt and Howard E. Butt Jr.—have spread far out into the state.

Victoria, between Corpus Christi and Houston, has 38,500 in the built-up area. Once a wealthy cattle center, it now has oil, cotton and chemicals, with an Alcoa plant at Point Comfort.

WICHITA FALLS

IN THE NORTH of Texas, east of the Panhandle and south of the Oklahoma border, every conversation eventually gets around to one subject—oil.

Mention retail trade in Wichita Falls, and up come the latest production figures from the surrounding fields. Ask Kenyon Brown, KWFT president, about manufacturing and he'll explain that oil-connected industries provide more factory jobs than any other line. Or ask Sydney A. Grayson, president of KSYD-AM-TV, about wholesale trade and his reply will count the Wichita Falls dollars that come from oil drilling, production and royalties.

As the "independent oil man's kingdom," Wichita Falls has large numbers of citizens who operate on a relatively small scale compared to the enterprises of the major companies. The corporate giants have pretty well moved into the Permian Basin, East Texas and other fields, so the discovery of a few hundred new wells over a season means important money to a lot of people around Wichita Falls. To quote Oral Jones, vice president of City National Bank, "Wichita Falls has more millionaires than any comparable city."

The city is nerve center for an area 100 miles in all directions—80 or more of these miles lying in nearby Oklahoma. The Federal Reserve Bank of Dallas described the

5000 WATTS FULL TIME

In Wichita Falls Retail Area

CBS RADIO

KWFT

LEADS IN LISTENERS

81-85%*

OF ALL RATED QUARTER HOURS
DURING THE ENTIRE BROADCASTING WEEK

620 on your dial

NAT. REP. JOHN BLAIR & Company

THE
TEXAS-OKLAHOMA STATION

A KENYON BROWN Station

* CONLAN SURVEY—MARCH 1956

wholesale-retail area as containing over a half-million persons at the end of 1954.

There's an interesting twist to the retail trade situation. This trade, running a good $300 million in the region and $150 million in the metropolitan area, is tied to the recreational side of North Texas-South Oklahoma living. Wichita Falls, everyone within 50 counties knows, is a liquor oasis in a prohibition desert. Many of the city's visitors think nothing of a 150-mile drive over the level roads to stock up their larders. And most of them shop in the numerous department stores and specialty shops as well as in the busy package stores. Fine new superhighways are being built in several directions from Wichita Falls, a new inducement to outlying store customers.

Agriculture is a leading industry, centered around wheat, beef cattle, cotton, dairy cattle, alfalfa, grain sorghum and poultry. There's irrigation, and more is coming. Wichita County wheat prospects looked good in early summer. While it's rather dry country, surface water is supplied by such rivers as the Wichita and Little Wichita. A major new dam is being built.

Wichita Falls started to look like quite a town early in the century after Uncle Jim Lockridge moved out to a nearby tract and went digging for water. All he got was putrid, scummy water, so he dug a few more wells. That did it. Oil fever had burst out around southeastern Texas after the famed Spindletop discovery at Beaumont, so the scum became more important than the water. Wichita Falls grew nicely until the 30s, when new fields became the rage elsewhere in Texas. The majors began moving out, and some of the population, too.

Luckily, in 1937 some of the more venturesome residents found new reservoirs at much lower levels, and a real comeback started. The city rose to 45,000 in 1940, 68,000 in 1950, 110,000 in 1955 and 128,000 in mid-1956. That's spectacular growth. Now Wichita Falls has nearly 500 oil producing and service companies. It houses the headquarters for 800 independent operators. Two-thirds of all the business is intertwined with oil. The city has homes bigger than motels and one has a rumpus room full of stuffed elephants, a hobby of the safari-loving owner.

Family income is near the peak average for the state, or even the U. S.—$7,056, says *Sales Management*. Sheppard air base puts $40 million and more into the city, and it's being enlarged. Midwestern U. is important to the economy. Refineries turn out gasoline from oil that isn't fed into pipelines. Gas is a basic fuel and an industry, as well.

The cattle industry is growing, with the fancy Hereford breeds eating high-nutrient grasses. The big wheat crop feeds local processing plants. General Mills has a tremendous unit just off the city's center. Bank debits were $1,165 million last year, up 14.3%. D. A. Cannon Jr., promotion manager of KFDX-TV, said retail sales had gone up 50% in a half-dozen years and 10 neighborhood shopping sections had been built.

"We've got to hustle to make a living here, with hot winds and cold winters," said Banker Jones, "but we have everything to make a man happy and prosperous. . . ."

EAST TEXAS

UP TO a decade ago East Texas was known for its agriculture, lumber and the largest Texas oil field. Discovery of oil in 1930 started an upward trend, and many of the counties east of Dallas scarcely felt the depressions of the 30s. The industrial development has been built around the supply of low-cost fuel, one of the few steel plants in the state, growth of paper-pulp production in the lumber industry and finally the arrival of many diversified plants both large and small. Water worries are disappearing as the rivers are being harnessed.

The rate of industrial growth is good, many counties ranking high in the list of fast-growing Texas industrial areas. The East Texas Chamber of Commerce backed an extensive study of mineral resources, figuring the earth will yield products that will keep, maintain, or even raise, the region's growth rate. One survey of 72 counties in East Texas showed 4,500 manufacturing plants. This did not include the industrial areas of Dallas, Houston and Beaumont. East Texas claims more oil reserves than all of California.

Tyler is one of the larger East Texas cities,

***Penetrate* Industrial East Texas**

KMHT

FULLTIME IN MARSHALL

Reach

50% *MORE HOMES!**

Specify . . .

The most recent
TELEPULSE
AREA REPORT
March-April, 1956
shows that KFDX-TV has a
50% greater average audience
than Station B . . . KFDX-TV
leads decisively MORNING,
AFTERNOON, and EVENING . . . in
the Wichita Falls, Texas,
25-county trade area,
including LAWTON, Oklahoma's
third biggest market!

KFDX·TV
Channel 3

WICHITA FALLS, TEXAS

NBC-ABC-100,000 WATTS
Represented by Paul H. Raymer Company

with 53,000 in the urban area and 80,000 in Smith County. The city population has increased 36% since 1950. Describing the addition of industry to the region, Marshall Pengra, general manager of KLTV (TV), listed the new $15 million General Electric headquarters for its home heating-cooling production; $1 million National Homes Corp. plant for prefabricating houses, and the Lone Star Steel Co. $175 million plant, which Longview and Texarkana also claim in their areas of influence. Manufactures include metals, cast-iron pipe, plumbing, food, chemicals, lumber products, stone-clay-glass, apparel and printing.

Tyler is wholesale and retail center for East Texas (100 wholesalers are operating), and houses 275 petroleum company offices. Its roses are famed the world over, with production totaling $9 million a year. An annual festival is held by this "Rose Capital of the world," which produces three-fifths of all U. S. roses. Beef and dairy cattle are produced in quantity in East Texas, and commercial poultry production is increasing.

Cotton Belt Railroad has moved its general offices to Tyler. Western Foundry has expanded and major shopping centers are being built. Value of manufacturing output in Tyler tripled from 1947 to 1954.

Longview has 150 industrial plants, including the famed LeTourneau project (heavy machinery). Like many other Texas oil cities it has gone through the derrick-farm stage as land yielded both surface and sub-surface wealth. Two new plants were added last year—Pittsburgh Screw & Bolt addition and Resistol Hat Co. Trailmobile Inc., Pullman subsidiary, has enlargement plans along with Sonoco Products, Gillespie Varnish and Southwest Casket & Mfg. Co. Nearby Greggton is to be operations headquarters of Transfin Tube Corp.

The people in metropolitan Texarkana owe allegiance to one or more of four states —Texas, Arkansas, Louisiana and Oklahoma. The city sits on the Texas-Arkansas line and the white line down the center of State Line Ave. marks the boundary. Oklahoma and Louisiana borders are a half-hour drive away. With 53,000 city population, the city's leading industry is "the bullet factory," as Red River Arsenal is lovingly labeled, where 7,000 are currently employed. Lone Star Steel and other industries, lumber and agriculture are other income sources in addition to money from East Texas oil wells.

The four-state market is acquiring unity as the result of television, according to Walter M. Windsor, general manager of KCMC-TV. The station's advertising is drawn from cities up to 100 miles away.

Koppers, National Lead and other industries produce creosote, pigments, cottonseed products, lumber items, fertilizer, pickles, rock wool and packaging.

Lufkin, between Longview and Houston to the south, has 18,500 urban population and 37,500 in Angelina County. Lumber and paper-making are among the industries, plus iron foundries. Southland Paper Mill has a $15 million project, expanding its output. Angelina County Lumber Co. is modernizing at a cost of $1.5 million. Southern Pine Lumber Co., 11 miles south at Diboll, has been enlarging its facilities.

Marshall, a city of 26,500 (Harrison County 47,000), has oil, gas and farm income. Its Marshall Industries Inc. is active in bringing in new plants. Nacogdoches, a city of 15,000 (county, 29,000), is one of the oldest cities in Texas. It is a tourist center.

Palestine, in the forested area, has 16,000 population with rail division facilities, industries and wholesaling. Anderson County population is 37,000. Plants turn out glass bottles, food products, lumber and garments.

Another of the older East Texas communities is Huntsville, site of Sam Houston State College, one of the state's oldest schools. The town, with 11,000 population, has shrines in honor of Sam Houston, one of its pioneer citizens.

In North Central Texas, Paris (23,500 population, 43,000 in Lamar County) is a farm center with furniture, feed, cottonseed, poultry and other manufactured products. Dennison, four miles from the Oklahoma boundary, has 21,000 population. It is close to Lake Texoma, which produces a $37 million tourist income. Sherman has 29,000 population and Perrin Air Force Base. It, too, benefits from Lake Texoma. Both are in Grayson County (74,000 population).

in the big east texas market
1955 CONSUMER SPENDABLE INCOME - $565,468,000

KTBB 600 KCS

gets results

EAST TEXAS' LARGEST STATION IN:

- AUDIENCE
- COVERAGE
- PROMOTION

Blackstone Broadcasting Co.-Tyler, Texas
500 Watt-daytime, 1000 Watt-nitetime
POWER INCREASE PENDING
American Broadcasting Co.-Texas State Net.

REPRESENTATIVES:
DALLAS-CLYDE MELVILLE COMPANY
NEW YORK-VENARD-RINTOUL-McCONNELL

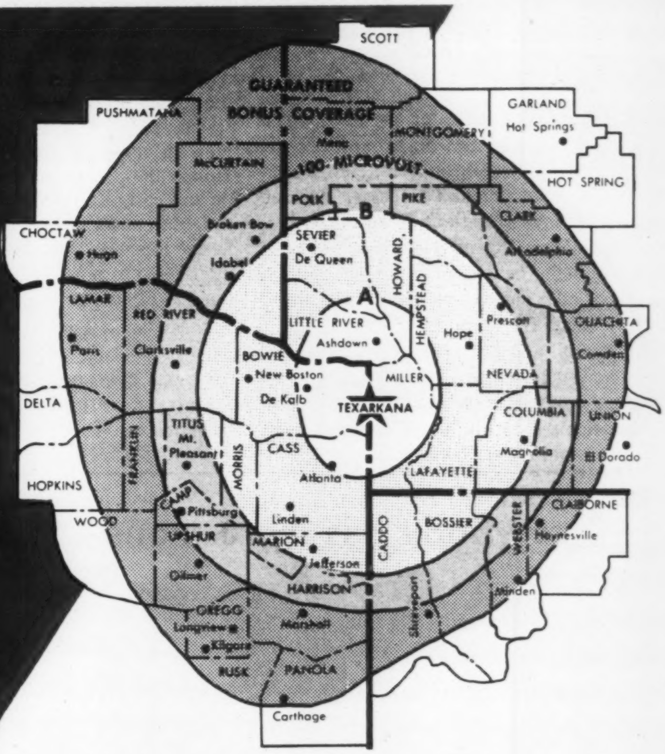
IT'S
KFRO 1370
Longview
Serving East Texas

Powerhouse of the Southwest

100,000 WATTS

- Established Penetration — 3 Yrs. Service and Experience
- Serving 900,000 People In An Area of 25,400 Sq. Miles
- Over 300 Hours Network Programs per Month

INTERCONNECTED


SCOTT
GUARANTEED BONUS COVERAGE
PUSHMATAHA
GARLAND
Hot Springs
MONTGOMERY
Mena
McCURTAIN
100 MICROVOLT
HOT SPRING
POLK
PIKE
B
CLARK
CHOCTAW
Hugo
Broken Bow
SEVIER
De Queen
Arkadelphia
Idabel
A
HOWARD
HEMPSTEAD
LAMAR
RED RIVER
LITTLE RIVER
Prescott
OUACHITA
Paris
Clarksville
Ashdown
Hope
Camden
BOWIE
New Boston
MILLER
NEVADA
De Kalb
TEXARKANA
DELTA
TITUS
Mt. Pleasant
COLUMBIA
UNION
FRANKLIN
MORRIS
CASS
Magnolia
El Dorado
Atlanta
LAFAYETTE
HOPKINS
CAMP
Pittsburg
CLAIBORNE
WOOD
Linden
CADDO
BOSSIER
WEBSTER
UPSHUR
MARION
Haynesville
Jefferson
Gilmer
HARRISON
Shreveport
Minden
GREGG
Longview
Marshall
Kilgore
RUSK
PANOLA
Carthage

The Market That Television Built

KCMC-TV

DOMINANT IN 26 COUNTIES

- First In Total Audience
  In 20 of the 26 Counties
- 58% Share of Audience
  (26 County Area Telepulse — Feb. 1956)
- First In Every Program Period
  Day and Night

PLUS SUBSTANTIAL PENETRATION OF 17 OTHER COUNTIES IN FOUR STATES

Walter M. Windsor
GENERAL MANAGER

MAXIMUM POWER

Richard M. Peters
DIR. NAT'L. SALES AND PROMO.

Channel 6

TEXARKANA
Texas-Arkansas

REPRESENTED BY
Venard, Rintoul & McConnell, Inc.
SOUTHWEST: Clyde Melville Co., Dallas
SOUTHEAST: James S. Ayers Co., Atlanta

WEST TEXAS

IF AN economic indicator hasn't doubled within five years, the folks around the Permian Basin oil field in West Texas start looking into the situation. Odessa, Midland and Big Spring, strung out along the Broadway of the West (Route 80), are in the heart of a producing field turning out 1½ million barrels of oil a day—"one-tenth of the world supply," they keep reminding.

All this oil and gas, coming out of a relatively new field, is starting to attract petrochemical industries in a big way. Latest boon to the area is a $30 million General Tire-El Paso Natural Gas synthetic rubber project (see petrochemical story, page 86). There'll be others, West Texans believe, as they match their resources and industry against the facilities of the Gulf Coast.

The Permian Basin spills westward into New Mexico. Roughly it's bordered by Hobbs and Snyder on the north, Sweetwater on the east, San Angelo and El Dorado on the south and Carlsbad on the west—an area larger than New England. It's an intricate interlacing of pipelines and railroads, including a cozy little connecting railroad, the Roscoe, Snyder & Pacific, running along Route 84.

Odessa has a population of 55,000 (Ector County 68,000). Like many of the other basin cities, the industries and people are young and prosperous. Family incomes match those of any county anywhere. Since 1940 Odessa retail sales have multiplied seven times, or 16 times since 1930, running $100 million a year.

John Guffey, of Womack & Snelson agency, said the population is doubling every few years. "This West Texas market is a new market most easterners don't know about," he said. Ed Costello, sales manager of KOSA-TV, listed such huge industries as the sale of goods and services to the oil industry, probably $300 million a year. Another $50 million is being spent to pin-point a half-billion dollars worth of untapped oil.

Rapidity of the basin's growth isn't easily emphasized by charts and tables, because the residents who swarm into the area earn good money and spend it as they help convert the plains into substantial urban developments. Odessa has extensive wholesale and service facilities, and draws retail trade from a wide area.

Midland's 44,000 people are just as dependent on oil, plus livestock. The city refers to its oil role as the headquarters and financial center of the Permian Basin and has 450 oil offices. It's population pace matches that of Odessa. Big Spring's economy follows the same pattern. Bank deposits have quadrupled since 1942. Big Spring has 27,000 population, Howard County 33,000.

East on Route 80, Sweetwater is a city of 17,000 with other industries supplementing oil income. Its tv station, KPAR-TV, managed by Dan C. Guthrie, is a satellite of KDUB-TV Lubbock. Mr. Guthrie emphasized Sweetwater's huge gypsum and cement plants supplementing oil and transportation income. Snyder, about the same size, also has important transportation facilities.

Abilene, lying a half-hour east of Sweetwater on Route 80, has a population of 61,000 (Taylor County 75,000). Three colleges have 4,500 students and a new air base, activated in April, will have 5,000 airmen and officers plus 500 civilian employes. A lot of new oil discoveries are coming in, with 3,000 persons employed in that activity. U. S. Time Corp. employs 500. Agriculture is a $7 million item. A four-lane road is being built to Sweetwater. Last year 1,700 new houses were built in the city and building permits totaled $9 million in the first quarter of 1956. The area stood rather still for a good many years but younger businessmen are now stirring up new trade and industry.

In the southeast corner of the Permian Basin, San Angelo claims the largest inland wool market in the world, handling a fifth of U. S. sheep and 90% of the goats and mohair. Cattle and grain support the economy. The city population is about 70,000. Goodfellow air base means work for 3,000 and a $10 million income.

Everybody has more money to spend

in the Nation's No. 1 Market

Timebuyers never had it so good!

With retail sales of $5,595 per family, Odessa, Texas, is ranked the nation's #1 Metropolitan Market by Standard Rate and Data Service. Spendable income is fifth in the nation—$7,285.

Supply capital of the world's greatest oil field, rapidly-growing Odessa is shopping center for high-income families throughout West Texas and southeastern New Mexico. From 1100 separate oil reservoirs, this single field produces a million barrels of black gold every day. The price is $2.70 per barrel. And with America's ever-increasing need for more and more oil, business gets better all the time.

KOSA-TV is the only medium which completely covers this market. In markets like this, you can't miss!

KOSA-TV

Represented nationally by John E. Pearson Company

New York Chicago Minneapolis
Dallas Los Angeles San Francisco Atlanta

RADIO KCRS 550 KC

Salesman for West Texas
and Eastern New Mexico
MIDLAND, TEXAS

RIO GRANDE VALLEY

FOR THOUSANDS of years the border Rio Grande River has been picking up topsoil from the upper valley and depositing it in a delta region near the Gulf of Mexico. This ground is exceptionally fertile, yielding $175 million a year in fruit and vegetables produced on two million acres (700,000 irrigated).

Brownsville was the pioneer city in the Lower Rio Grande Valley. During the Civil War it was the scene of blockade-running as the South shipped cotton to England. In the last decade-and-a-half a number of other cities have started to catch up to Brownsville's 44,000 population. These include Harlingen (33,000) and McAllen (27,000). Interlocked with them in the four-county valley are a group of cities including Eidenburg (17,000), Weslaco (16,500), Mission (14,500) and Raymondville (11,500).

This metropolitan market assumes importance when it is realized that 400,000 people are now living in what businessmen call "the warmest, driest, sunniest, lowest-cost winter resort in the United States." Tourist business amounts to $12 million. Total retail sales should approach $300 million in 1956. Across the river are two important Mexican cities—Matamoros and Reynosa.

Probably the most famous item coming out of the valley into the nationwide market is the pink grapefruit. Red Blush and related strains command a premium price. The valley grapefruit and oranges are described as the juiciest and sweetest in the nation. A brutal blow to the area's agriculture occurred when the big frost of 1951 killed trees everywhere. The 14 million tree population dropped to 3.5 million. Replanting takes time. There are now over 70,000 producing acres and by 1960 around 125,000 acres will be back in production.

Cotton grows well, too, and it has exceeded $100 million a year, though this is easily double the current average. Vegetable yields are heavy and two tomato crops are produced in a year. Numerous canneries and packing plants are operated and fruit-vegetable shipping is a big industry. Falcon Dam, up the valley, insures water supplies for city use and irrigation purposes. Rainfall runs 28 inches a year, mostly in the summer.

Shrimp and other seafood provide employment for 2,500 and comprise a $25 million industry.

The lower valley is underlaid with oil strata. Oil and gas now bring in $75 million a year and they're looking for an oil boom one of these years.

Brownsville is an international seaport, airport and railroad interchange center. Thousands pass through the port of entry. A 17-mile ship channel provides a deep-water way to the Gulf. Matamoros is across the river.

Harlingen, also in Cameron County (161,000 county population), is an industrial community and financial center. Young and fast-developing, it has about quadrupled since 1940 in population.

McAllen, in Hidalgo County (201,000 population), has a large number of vegetable industries, oil activity, and tourist business. Canteloupe is a big crop. Among large plants are canneries and cotton oil plus roofing and millwork industries. The city is opposite Reynosa.

Weslaco, in the heart of this prosperous valley, has Texsun Citrus Exchange, Stauffer Chemical and Williamson-Dickie Mfg. Co. (work clothes). Its population has doubled since 1940, as have Edinburg's and Mercedes'. Mission has grown fast.

Port Isabel is a small fishing and resort area at the entrance to the Gulf. It has a causeway to Padre Island, a 130-mile strip running northward to Corpus Christi. The southern tip is being developed as a resort.

Total bridge crossings between the delta cities and Mexico total more than six million a year. Many tourists cross for nightclubbing or shopping. Others go on into Mexico.

Nearly 200 miles northwest, up the Rio Grande, Laredo has a population of 62,000 plus at least that many more in Nuevo Laredo, across the river. A disastrous flood in 1954 caused heavy damage. Farming thrives along the river. Crops include onions, tomatoes and other vegetables. Trade with Mexico is heavy. Laredo Air Force Base is a major contributor to the economy. Many old adobe structures are still found around the city. The customs office handles a lot of traffic. Cattle, smelting and paint pigments are among industries. Laredo, on Pan-Am Highway, has lived under five flags.

Wool and mohair, along with other retail trade and agriculture, keep Del Rio (population 17,000) thriving. Ciudad Acuna is across the border.

TEXAS
GULF OF MEXICO
MEXICO

NOW INTERCONNECTED

KRGV-TV CHANNEL 5

7:00 A.M. TO SIGN OFF

Affiliate of
NBC

KRGV-TV
CHANNEL 5

Represented by
John E. Pearson Co.

Serving the
Brownsville-Harlingen-Weslaco-McAllen area

TEXAS' 5th MARKET-POP. 402,600

● Effective Buying Income..$379,166,000

● Gross Cash Farm Income..$125,400,000

● Retail Sales.........$258,427,000

KRGV-TV CHANNEL 5
WESLACO, TEXAS

CENTRAL TEXAS

THERE are no metropolitan areas deeper in the heart of Texas than the central cities of Waco, Temple and Austin, between Dallas-Fort Worth and San Antonio. These metropolitan markets, in a north-south row, look eastward across the low plains and westward into the hill country.

Mere mention of Austin in a lot of Texas' 254 counties will bring sighs from the natives. Austin, thanks to persistent industry and political initiative, has more water than it can ever use, no matter how fast the metropolis grows, and it's developing fast, as state capitals go.

The local economists find the city has the expected stability of a government and educational headquarters plus a growth rate 2½ times as fast as the state itself.

After cities like Houston, Dallas, Fort Worth and Lubbock, for instance, Austin offers a change of both economic and geographic pace. It has hills and lakes, reminiscent of the Pennsylvania Poconos. The lakes are man-made, providing power, flood control and recreation. Lake Austin runs right into the city and there's a two-boat fleet of paddle-wheelers for tourists.

Lake Austin is one of a stairway series of six lakes backing up the observation by J. C. Kellam, general manager of KTBC-AM-TV, that "Austin has lots of water, enough to serve this growing city for years and years." The Highland Lakes reach 150 miles westward into the hills and have 700 miles of shoreline. Aided by nature, the Lower Colorado River Authority is offering one of the nation's more impressive water-harnessing projects. By Pacific Northwest standards, of course, the dams are small. But they provide power for Austin, San Antonio and 40 other interior Texas cities plus eliminating disastrous floods. Their blessings reach all the way to the Gulf Coast, where three counties use Colorado River water to irrigate rice fields.

Louis R. Cook, general manager of KNOW, said there are over 130 state organizations with headquarters in Austin, mostly arriving in the last decade. The city has 190,000 people, with over 200,000 in Travis County. As state capital, government becomes an important industry with over 20,000 persons working for civil or military units and drawing $65 million pay. Industries include small fabricating, milling and food plants that employ around 5,000.

Texas U. is a significant part of the community. The huge plant, built with the aid of money from its owned oil lands elsewhere in the state, has an enrollment of 18,000. This is said to be top university enrollment in the South. Students spend $19 million during the year and the university payroll is around $12 million. Total contribution to the community is computed at $36.8 million a year, including money spent by those who come to watch the Longhorn football games.

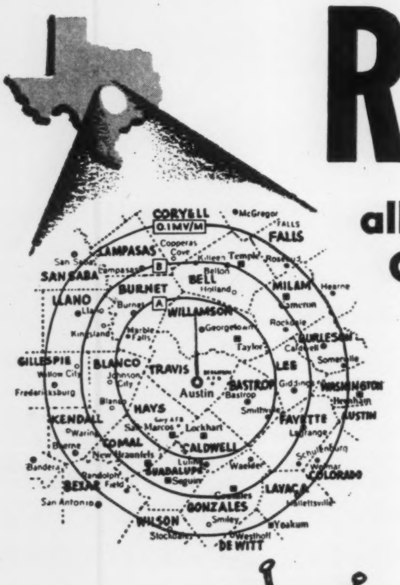
Texas U. has a Bureau of Business Research often called about the best of its type in the United States. Since the state itself collects and publishes only a minimum amount of economic information, the bureau is the principal source of business data for industry, finance and other interests. Its monthly business reviews are the state's standard reference work. Dr. John R. Stockton is bureau director, with Stanley A. Arbingast assistant director. Two research specialists—Dr. Richard C. Henshaw Jr. and Alfred G. Dale—provided vast amounts of material for this look at the economy of Texas.

As metropolitan Austin expands, aided by a steady blending of civil, military and commercial development, it can point to dry summers, relative freedom from the winter northers, 34-inch rainfall, rolling hills, and 365-night-a-year artificial moonlight from 27 165-foot towers equipped with mercury lights. It can count up around $215 million in retail sales and $50 million farm income from the area. Finally, it can look up the Colorado River and recall the energetic battle by Sen. Lyndon Johnson (Mrs. Johnson is a principal in the KTBC stations) on behalf of the lake project. The result is a wide-awake market whose population has doubled since 1940.

With 105,000 urban population (155,000 in McLennan County), Waco is rated as the state's ninth city, according to Charles Boland, KWTX-TV national sales manager. It is located on the Brazos, the state's "biggest" river, and is a transportation and distribution center. The city is diversified in its cultural facilities, having a renowned Browning Library on the Baylor U. campus and a powerful football team. The university has 5,000 students with a magnificent

The ONLY way you can really

REACH...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LEE
Somerville
Willow City
Johnson City
Austin
BASTROP
Giddings
WASHINGTON
Fredericksburg
Blanco
Bastrop
Brenham
HAYS
Smithville
KENDALL
FAYETTE
AUSTIN
Waring
San Marcos
Lockhart
Lagrange
COMAL
CALDWELL
Schulenburg
Boerne
New Braunfels
Luling
Waelder
Weimar
Bandera
GUADALUPE
COLORADO
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Seguin
BEXAR
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LAVACA
San Antonio
GONZALES
Hallettsville
WILSON
Smiley
Yoakum
Stockdale
Westhoff
DE WITT

all of this rich
Central Texas Market is with

It's the long reach that counts!
You get over 158,126 TV Homes* with KTBC-TV and over $782,517,000 Effective Buying Income**

*May 1, 1956
**Whole or Partial Coverage, Sales Management, 1956

KTBC'S powerful radio voice REACHES 62 Central Texas counties . . . but rates are based on ONLY the 20 counties that comprise Austin's Trade Area!

KTBC

CHANNEL 7
CBS·NBC·ABC
316 kw MAX.

CBS

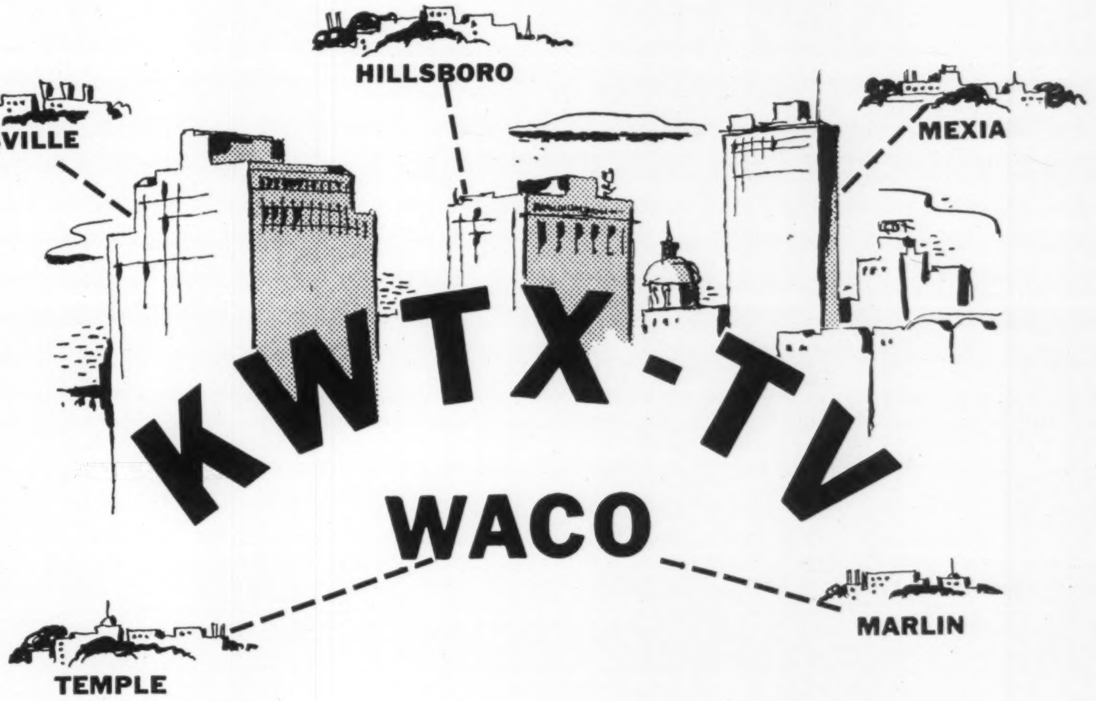
590 kc RADIO
CBS
5,000 watts (LS)

AUSTIN, TEXAS

Represented Nationally by
Paul H. Raymer Co., Inc.

Waco's only TV Station delivers 35% more Audience—where it counts—in Waco

Plus Bonus Audience in Surrounding Small Towns


HILLSBORO
GATESVILLE
MEXIA
KWTX-TV
WACO
TEMPLE
MARLIN

Latest Pulse Survey †

MONDAY TO FRIDAY			
	7AM-12N	12N-6PM	6PM-12Mid.
KWTX	64	60	58
Station B	36	38	41
Misc.*		1	1

* All other stations, including "The tall tower" stations got 1% of the audience — "I said 1%".

† February, 1956

KWTX-TV

VHF 10

INTERCONNECTED

CBS

INTERCONNECTED

ABC

M. N. Bostick
V.P. & Gen. Mgr.

Represented by: John E. Pearson Co.

plant and $33 million in assets. Annual expenditures run $12 million. Incidentally, Baylor is the oldest institution of higher education in Texas and the largest Baptist university.

Waco's ninth-ranking position in Texas population is surpassed by its sixth place in the state's industry. Among plants are William Cameron & Co. (900 employes, $4 million-plus payroll); General Tire (only tire-making plant in the southwest, 1,200 employes and $6 million payroll with plant being enlarged); Owens-Illinois Glass Co. (725 employes, $3¼ million payroll); Phillips (1,500 employes, $6 million payroll); Texas Textile Mills (250-500 employes, $1.2 million payroll); Universal Atlas Cement (178 employes, $725,000 payroll).

James Connally Air Force Base has 5,000 personnel and a $1.8 million annual payroll. The Veterans Administration hospital has 1,000 employes and a $5½ million payroll. Wholesale business in 1955 ran $218 million with retail sales of more than $165 million. The buying potential of the seven-county trade area is estimated at $425 million, of which Waco has $195 million compared to $50 million in 1940. Manufactured goods turned out in 1955 had an estimated value of $65 million and farm income of the seven-county market was almost $75 million.

West of Waco, in Brown Co., is Brownwood, 22,500 population (29,500 in county), a transition county leading westward into prairie country. Its crops include cotton, sorghum, wheat and some fruits and vegetables. Packing and food industries use livestock and crop output. Howard Payne College is located there. Lake Brownwood is a tourist attraction.

Temple is just south of Waco on heavily traveled Route 81. It has 34,000 people (Bell County 96,000). Agriculture and industry are evenly blended with agriculture divided between crop-growing and ranching. Bell County's westward portion gets into the hill county. Crops include pecans, sorghum, corn and cotton. Cattle are important and dairying is a big industry.

Temple's industries turn out furniture, shoes, millwork, feeds, cottonseed products, rockwool, garments and tile. Both Waco and Temple have major fairs every year.

THE LATIN MARKET: $1 BILLION OVERLOOKED

THE fastest growing part of the Texas market is the least understood—and the least appreciated by many businessmen serving the state. This is the Latin portion of the 8.8 million population. It is variously estimated between one and two million people, whose economic level is moving far ahead of the market statisticians' curves.

Texans themselves tend to understate the market potential of this single group, often sticking to generations-old concepts based on the days when practically all Mexicans in Texas were poor laborers, wetbacks (who presumably swam the Rio Grande) and servants.

While available research indicates there are a minimum of a million Latins—the preferred term for those of Spanish and Mexican-Indian descent—one official report on migratory labor suggests anywhere from one-half to one million Mexicans have slipped across the border illegally. Even a U. S. Census fails to find hundreds of thousands of these Latins because they have been absorbed into the families of relatives and friends; the census enumerator has no way of knowing how many persons really live in a home, other than the word of the occupants, and they naturally are covering up for those who entered illegally.

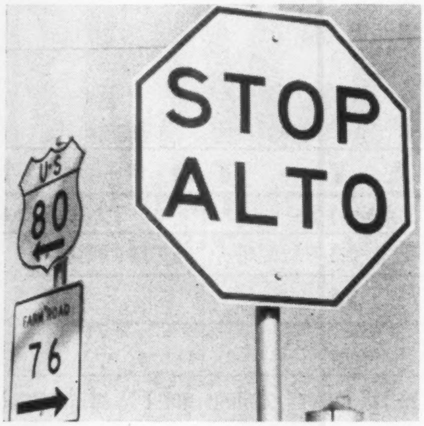
In the last few years some of those who engage in merchandising have started to discover that a new and highly valuable market is emerging from the leveling-off social processes of World War II, universal schooling for the younger generation, improved employment opportunities and dwindling prejudices.

A good guess is that Latin buyers are spending a minimum of $1 billion a year in Texas. If there were accurate ways of tracking down each retail dollar, it might run a good deal over that figure. In several major cities at least half the population is Spanish-speaking, and a substantial majority of these speak both Spanish and English. Even if taught only English in a Texas school, the second-generation Latin youngster absorbed Spanish culture and language from the cradle.

"They often prefer to talk Spanish in the home, where the family ties are unusually strong," said Jack M. Pitluk Sr., president of Pitluk Advertising, San Antonio, one of the better-known Texas agencies. "They're like the old Pennsylvania Dutch families," he said in drawing a bilingual comparison.

Prof. Sam A. D. Leifeste, economist and teacher of business at Northwestern State College (La.), explained in a current analysis of the Latin market that Latins have "a distinct inclination to spend," not worrying too much about old age. He found they buy the best appliances, even if they live in low-cost homes. Wages are getting higher, he reminded, bringing higher earning power as Latin folk get into the skilled crafts, professions and commercial fields. They rear large families, so the per family income may equal or surpass many white families.

Latins buy a lot of groceries and they are home-owners, Prof. Leifeste said. They are described as honest in business, following religious teachings, and like to conduct business in a friendly, social atmosphere. This "market-within-a-market" is the fastest growing segment of the Texas population, he said, reminding that these Latins are Americans and they're Texans, too.



Bilingual sign on U. S. 80

Mr. Pitluk told B•T his agency finds a profitable market in the Latin populace, mentioning such major cities as San Antonio, El Paso, Laredo and Corpus Christi as areas where over half the people speak Spanish. They love to hear Spanish on their radios, and enjoy Spanish tv programming, he said. Furthermore, they spend heavily in radio and tv sets, other appliances, automobiles, beer and groceries.

"They drink 1½ times as much beer as American families," Mr. Pitluk said, adding that his agency had just bought a bilingual daily hour on WOAI San Antonio, 11-12 p.m., for the heavily sold Pearl beer. He explained that Latin buyers like brand names built around animals or familiar objects. Pearls are used for symbols on Pearl beer, and the Latin buyer is often influenced in his purchase by the buying slogan, "Una Perla, por Favor."

For Roegelein Provision Co. Mr. Pitluk's agency developed the Pinkie Pig symbol. Millions of Camel cigarettes are sold because of the animal symbol. Those who sell to the Latin market generally use English terms that have a Spanish similarity—Pearl (Perla) for example. Satina starch is another example. Latins like Quaker Oats because of the man with the flat hat.

"Give them what they want," suggests Nathan Safir, general manager of KCOR-AM-TV San Antonio, explaining they are rapidly becoming Americanized. He said KCOR-TV has found an exceptionally high viewers-per-set figure in that market. Only 5-6% are first generation Latins, he said.

Mr. Pitluk, discussing effectiveness of the broadcast media, said that with a quarter-million Latins in Bexar County (San Antonio), the only Spanish newspaper has just 8,000 circulation. J. E. Anderson, station manager of KIWW San Antonio, said two of three families read no newspaper. Any magazines they read are usually pulps.

"With the $1 minimum wage, and better work opportunities, the Latin audience has a lot of uncommitted dollars at the weekend, and they spend these dollars," Mr. Pitluk said. "They are heavy bread eaters and buy a lot of flour." He explained they buy an auto merely to get around in, drawing a comparison with the 950,000 Negro population in Texas. A Negro, he noted, may buy the most expensive meat, clothes and automobile.

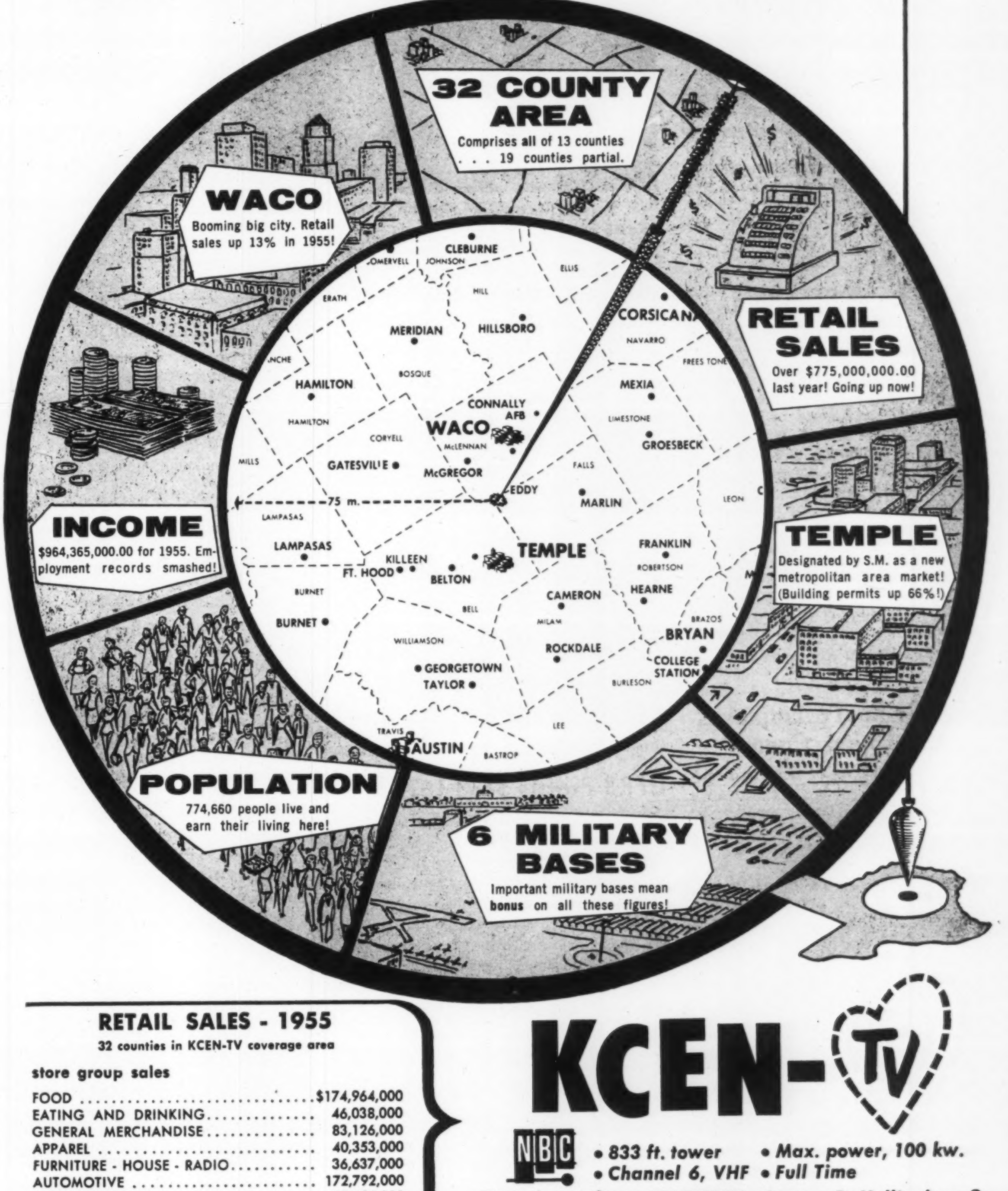
Latins are just learning to use credit. If an installment is due at 4 p.m. Tuesday, the Latin debtor often is there well ahead of time with the payment. Four out of five have washing machines and mechanical refrigerators; nine out of 10 have radios.

The border-crossing business is becoming more important, with an estimated 135,000 Mexican citizens holding cards that entitle them to shop in Texas border cities. Total crossings for shopping purpose run up into the millions, and they buy important but unmeasured quantities of soft goods and other items that don't involve a prohibitive tariff. In Juarez, across the Rio Grande from El Paso, it costs one penny to cross over from Mexico, and two pennies to return.

KCEN-TV

maximum power
tallest tower
greatest coverage

covers the Waco-Temple, Central Texas Market


32 COUNTY AREA
Comprises all of 13 counties . . . 19 counties partial.
WACO
Booming big city. Retail sales up 13% in 1955!
RETAIL SALES
Over $775,000,000.00 last year! Going up now!
INCOME
$964,365,000.00 for 1955. Employment records smashed!
TEMPLE
Designated by S.M. as a new metropolitan area market! (Building permits up 66%!)
POPULATION
774,660 people live and earn their living here!
6 MILITARY BASES
Important military bases mean bonus on all these figures!
CLEBURNE
SOMERVELL
JOHNSON
ELLIS
HILL
ERATH
MERIDIAN
HILLSBORO
CORSICANA
NAVARRO
FREESTONE
BOSQUE
HAMILTON
HAMILTON
MEXIA
CONNALLY AFB
LIMESTONE
CORYELL
WACO
McLENNAN
GROESBECK
MILLS
GATESVILLE
McGREGOR
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LAMPASAS
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FRANKLIN
KILLEEN
TEMPLE
ROBERTSON
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BELTON
BURNET
HEARNE
CAMERON
BELL
MILAM
BRAZOS
BURNET
BRYAN
WILLIAMSON
ROCKDALE
COLLEGE STATION
GEORGETOWN
TAYLOR
BURLESON
LEE
TRAVIS
AUSTIN
BASTROP

RETAIL SALES - 1955

32 counties in KCEN-TV coverage area

store group sales

FOOD	$174,964,000
EATING AND DRINKING	46,038,000
GENERAL MERCHANDISE	83,126,000
APPAREL	40,353,000
FURNITURE - HOUSE - RADIO	36,637,000
AUTOMOTIVE	172,792,000
GAS STATIONS	57,698,000
LUMBER - BLDG. - HARDWARE	73,400,000
DRUGS	25,533,000

TEXAS BUSINESS IS BOOMING . . . WE'RE IN THE HEARTLAND OF TEXAS!

KCEN-TV

NBC

- *833 ft. tower*
- *Max. power, 100 kw.*
- *Channel 6, VHF*
- *Full Time*

Representatives: NATIONAL: George P. Hollingbery Co.
TEXAS: Clyde Melville Co., Dallas

KCEN-TV, 17 S. 3rd., Temple, Texas

OWNED AND OPERATED BY BELL PUBLISHING CO.

Eight Dominion Tv Outlets Boost Rates With $1,000 Top

NEW RATE CARDS, effective July 1, have been issued by eight Canadian Broadcasting Corp. television stations. Highest rates in Canada are now charged by CBFT (TV) Montreal, French-language station, and CBLT (TV) Toronto, at $1,000 an hour class A time and one-minute spot announcements in class AA time at $250.

Other new CBC tv station rates, for one hour class A time: CBHT (TV) Halifax, N. S., $300; CBMT (TV) Montreal, English-language, $750; CBOT (TV) Ottawa, Ont., $400; CBOT (TV) Ottawa, French-language station, $300; CBWT (TV) Winnipeg, Man., $400, and CBUT (TV) Vancouver, B. C., $580.

New CBC tv network rate cards, effective July 1, list 31 English-language tv stations, with total cost for one hour class A time of $9,880. Rate card for CBC French-language tv network lists six stations with total rate for one-hour class A time of $2,510.

M. S. NOVIK, president of WOV New York, was honor guest at a reception given in Rome by Italian broadcasters. Chatting at the affair are l to r Dr. Gino Orsini, technical director of RAI Italian radio and tv; Mr. Novik; George Cueto, director of WOV operations in Italy, and Dr. Gilberto Bernabei of RAI.

CBC Holds Down Spending Until Budget Source Named

UNTIL the Canadian Parliament and the Royal Commission on Broadcasting decide how the Canadian Broadcasting Corp. is to be financed, CBC will not make any more major capital expenditures. A capital budget tabled in the Canadian House of Commons by CBC in mid-July totaled $8,948,900 for the present fiscal year ending March 31, 1957.

This includes $6,234,000 for projects on radio and television now underway, including new studios at Toronto and Montreal. New capital projects to be started during this fiscal year total only $2,576,000 and are mainly equipment purchases. Only $116,500 is allotted to new buildings. Of the total $8,948,900, more than $7,000,000 is for tv projects, $1,764,000 for radio, and $138,000 for repayment of debts.

Canadian Radio-Tv Employes Form Labor Union Council

EMPLOYES in all branches of radio and television broadcasting in Canada have formed a Council of Broadcasting Unions, representing 20,000 employes of radio and television. The council was formed at Toronto July 6, with Eldon Wilcox, executive secretary of the Assn. of Radio and Television Employes of Canada as president. Neil Leroy, president of the Canadian Council of Authors & Artists, is vice president and Tim O'Sullivan, international representative of the National Assn. of Broadcast Employes & Technicians is secretary-treasurer. Headquarters are in Toronto.

Other organizations in the council are the Canadian Federation of Musicians, Canadian Wire Service Guild, and International Alliance of Theatrical Stage Employes. All are associated with the Canadian Labor Congress.

Aim of the council is to promote cooperation and understanding among member organizations; to exchange information or organizational activities; collective agreements; grievances and arbitration, and to guide and assist the Canadian Labor Congress on all matters relating to radio and television broadcasting.

Dominion Radio Set Sales Up

RADIO receiver sales in Canada during the first four months of 1956 totaled 195,931, as compared to 160,057 in the same period for 1955. Included were 69,073 automobile sets and 16,687 portable sets, compared with 68,024 auto sets and 6,748 portables in the January-April 1955 period, according to figures of the Broadcast Advertising Bureau, Toronto.

CFRB Profits $138,162

CFRB Toronto, Ont., operating subsidiary of Standard Radio Ltd., in the fiscal year ending March 31, 1956, had a net profit of $138,162, compared with $130,059 the previous year, according to the station's annual report issued in mid-July. There was a substantial addition to the cash reserves, which the report points out is to facilitate financing a television station in the Toronto area when a license is granted.

HOW LONDON VIEWING COMPARES TO NEW YORK

COMPARISON OF TOP FIFTEEN ONCE A WEEK TELEVISION PROGRAMS

NEW YORK 17 County Area (By The Pulse Inc.)	Program	Average Rating % May	LONDON Area (By Pulse Ltd.)	Program	Average Rating % May
Ed Sullivan Show	Sunday	49.4	Stage One	Sunday	63
I Love Lucy	Monday	40.3	London Palladium	Sunday	62
$64,000 Questtion	Tuesday	39.8	I Love Lucy	Sunday	61
Perry Como	Saturday	35.8	Robin Hood	Sunday	56
Phil Silvers	Tuesday	35.1	Roy Rogers	Sunday	55
Groucho Marx	Thursday	34.8	Tv Playhouse	Thursday	55
Jack Benny	Sunday	33.3	Dragnet	Friday	53
Alfred Hitchcock	Sunday	31.9	Take Your Pick	Friday	53
Caesar's Hour	Monday	31.7	Double Your Money	Wednesday	52
G.E. Theatre	Sunday	31.3	Jack Jackson Show	Sunday	51
$64,000 Challenge	Sunday	31.3	Gun Law, Misc.	Wednesday	49
Person To Person	Friday	31.1	$64,000 Question	Saturday	49
Jackie Gleason	Saturday	30.8	Cavalcade of Sport	Tuesday	48
December Bride	Monday	29.3	Inner Sanctum	Tuesday	47
Disneyland	Wednesday	28.9	Douglas Fairbanks	Wednesday	46

INTERNATIONAL PEOPLE

Ken Murray, presentation manager of CBE Windsor, Ont., since 1954, to manager of CBE succeeding **M. L. Poole**, resigned.

R. R. Moody to sales promotion manager of CJOB Winnipeg, Man.

John Brookman, manager of Ruthrauff & Ryan, Toronto, to account executive of BBDO, Toronto, Ont.

P. R. Flagler and **F. C. Murray** of CJBQ Belleville, Ont., named directors of Belleville Ad and Sales Club.

INTERNATIONAL SHORTS

CKGN-TV North Bay, Ont., will start receiving live television programs from Canadian Broadcasting Corp. microwave network early in October, when Bell Telephone microwave network between Toronto and Winnipeg goes into operation. All stations on Toronto-Winnipeg route will not receive live programs on the network at same time, permanent installations delaying such programs to CKSO-TV Sudbury, Ont., until February 1957. CKSO-TV, first independently-owned tv station on air in Canada in 1953, will be last tv station on route to go on network.

CKEY Toronto, Ont., plans new transmitter station on Don Mills Rd., northeastern suburban Toronto, on 3½-acre site, with room for expansion and space for television station at future date. New building will be one story with 25,000 sq. ft. of floor space.

Franklin Research (Pty.) Ltd. survey made in Southern Rhodesia in March for Lourenco Marques Radio shows that of 113,900 adult Europeans in Southern Rhodesia, 94% have access to radio and 72% listen on weekdays, 68% on Saturdays and 65% on Sundays. Listening occurs chiefly in home, with only 3.4% reported as done in cars and 2.6% at work.

CBC-FM Toronto, Ont., which uses programs of CBL and CJBC Toronto, went off air July 22 while repairs are being made on CBLT (TV) Toronto tower, on which CBC-FM's antenna also is located. CBLT is switching from ch. 9 to ch. 6 with increased power of 100 kw video. CBC-FM will return to air Aug. 13 on 99.1 mc with 11.9 kw.

CKNW New Westminster, B. C., this summer using 11 members of University of British Columbia Radio Society on staff.

ABC SCHEDULES MS PROGRAM

A SPECIAL program dealing with the "physical and spiritual rehabilitation" of Multiple Sclerosis victims will be aired by ABC Radio Aug. 3, 10:30-10:55 p.m. EDT. Titled *Hope Through Rehabilitation,* the discussion program will feature Dr. Ralph W. Sockman, minister of New York's Christ Methodist Church, and Dr. Howard A. Rusk, chairman of the Physical Medicine & Rehabilitation Dept., New York U.—Bellevue Medical Center, New York. The program will be produced jointly by ABC Radio and the National Multiple Sclerosis Society.

NEW JOB FOR McBOING-BOING

THE master of ceremonies on UPA's new cartoon program scheduled to be launched on CBS-TV "late fall," will be speechless, but not without his share of odd noises. Picked last week for the chore of "introducing" various cartoon segments on an as-yet-untitled 30-minute program was "Gerald McBoing-Boing," the little boy who speaks by means of such sound effects as locomotive whistles, police sirens and exploding shells. On the new show, Gerald will pantomime each introductory sequence, spicing up the action with some inappropriate sound-effects. McBoing-Boing is no stranger to moviegoers, having won a 1950 "Oscar" from the Academy of Motion Picture Arts & Sciences for his "talkative" efforts.

WIRE STARTS SUCCESS SERIES

A SERIES of presentations highlighting sales success stories of its advertisers is being mailed by WIRE Indianapolis to clients and advertising agencies throughout the country. First presentation, titled "83,000 Tried It," deals with public response to Kingan Inc.'s 1955 "Beat the Sponsor Football Contest", and includes map of WIRE coverage area from some 83,000 mail entries received, as well as promotional support given contest. Other success stories in different business categories will be featured in future four-page booklets.

SAFARIS FOR SALESMEN

EIGHT 18,000-mile African safaris are being awarded by Admiral Corp. as grand prizes in a $250,000 contest for its distributor and branch sales personnel. Contest opened July 6 and will end Sept. 27, according to W. C. Johnson, Admiral sales vice president, with weekly cash prizes also being given. Top performing salesman in each of eight sales districts will win the three-week, all-expense-paid trip.

GUEST GUESSING GAME ON CBC

A NEW weekly live tv program on Canadian Broadcasting Corp. tv network is *Who's The Guest?.* A variety show, originating from CBLT Toronto, it is based on mystery of two Canadian guest entertainers each week. A panel of three Canadian entertainers and critics has to guess from clues and drawings by the show's moderator the identity of the mystery guests, after which the guests are interviewed by the panel and featured in several numbers of their specialty. Lever Bros. Ltd., Toronto, sponsors the program.

TRADE REPORT DISTRIBUTED

THE League of Women Voters, which has been conducting a two-year 41-state public opinion survey on a liberalized U. S. trade policy, has begun distributing tape recordings of Edward P. Morgan's ABC Radio newscast of June 13 to its more than 1,000 local units for rebroadcast use. Mr. Morgan's commentary dealt extensively with the league's trade policy drive.

NOV. START FOR 'AIR POWER'

CBS-TV's long-heralded *Air Power* series will be launched Nov. 11 on a one-hour program, in a time period undetermined, with the remaining 25 half-hour shows to be carried on successive Sundays (6:30-7 p.m. EDT). In its announcement, the network said an entire group of the *Air Power* program will be carried as a special 26-week series on *You Are There,* sponsored by Prudential Insurance Co. of America, Newark, N. J., through Calkins & Holden, New York.

U.S.S.R. SCENES ON WNBQ (TV)

NBC Newsman Alex Dreier returned from his three-week trip behind the Iron Curtain with a personal report and color film of various Soviet landmarks—for showing on his Sunday evening newscast on WNBQ (TV), NBC's pioneer color tv station. Mr. Dreier headed a group of 37 business and industrial leaders. The U. S. S. R. film, shown on his July 15 newscast, pictures government buildings and offices in the Kremlin, collective farms in action, a Roman Catholic mass in progress and crowds lining up outside the tombs of Lenin and Stalin.

PRIZE FOR PATERNAL PORTRAIT

A SCHOLARSHIP to the Junior School of Chicago's Art Institute is being offered to the grand winner of a 15-week contest conducted by WBBM-TV Chicago on its *Luncheon Show.* Competition has been open each week to all youngsters and weekly winners have received prizes for submitting the best drawing made from photographs of their fathers. Additionally, their parents receive gifts. Three specialists from the world of art have been chosen by station to judge the grand winner.

WLW JOINS WEATHER WEB

WEATHER station radar operation of WLW Cincinnati became part of U. S. Weather Bureau network installation July 16, according to R. E. Dunville, president of Crosley Broadcasting Corp. Local Weather Bureau will install direct line to WLW's weather station, claimed to be the first in the country to serve the government in this capacity.

KRGV-TV OPENS NEW FRONTIER

TELEVISION literally penetrated the U. S. frontier last week as KRGV-TV Weslaco, Tex., "opened up" the lower Rio Grande valley. In a special "remote spectacular," the station, which recently installed new high-power Lambda-Pacific Engineering microwave relay supplied by New York's Visual Electronics Corp., telecast a combination water ballet and variety show from the premises of McAllen's new Fairview Motor Hotel.

Public reaction to the show, KRGV-TV reported Thursday, was so impressive that the station plans to expand its special events programming. Arrangements for the spectacular were handled by KRGV-TV's consulting engineer Bill Edgerton, Visual Electronics' Jim Tharpe and Lambda-Pacific's Steve Suddjian.

SLENDERELLA OFFERS INCENTIVE

SLENDERELLA INTERNATIONAL (figure proportioning salons), Stamford, Conn., which for some time now has been monitoring its radio announcements on stations throughout the country [B•T, June 4], has been running a local station personality contest. Each month, the radio personality delivering the best Slenderella commercial receives a special prize, with the grand winner picked in December from among the 12 semi-finalists. Competing for the grand prize, which includes an overseas vacation trip for two, are 342 radio personalities representing 128 stations. Judges for the contest are Slenderella President Larry Mack, Suzanne Wells and Betty James, president and radio director, respectively, of Slenderella's agency, Management Assoc. of Connecticut.

TO HONOR TRAVIS ANNUALLY

THE FIRST Merle Travis Day in Central City, Ky., sponsored by WMTA there last month was so successful that both station and honoree have decided it will be an annual affair. To honor the local boy who is responsible for "Sixteen Tons" and other songs, WMTA assembled a record crowd of listeners, and enlisted musicians Gene Autry and Chet Atkins, Capitol Records executive Ken Nelson and L. H. Bell, representing the United Mine Workers, to help unveil a one-ton limestone monument to Mr. Travis.

WFAA DALLAS' roving Farm Director Murray Cox and 190 Texas ranchers, farmers and businessmen currently are visiting the great Northwest and Canada on the seventh annual WFAA Farm Study Tour. The 7,000-mile trip is being made in a special 16-car pullman. Dallas dignitaries and station sponsors were on hand to see the group off. L to r are Frank A. Hoke, vice president of the Oak Cliff Savings and Loan Co.; John Ingle, secretary-treasurer of the loan firm; Mr. Cox; M. M. Straus, resident director of Oak Cliff Savings and Loan; Dick Hickerson, radio extension editor of Texas A&A College; Alex Keese, director of WFAA radio and television properties; an unidentified tour member, and James M. Moroney Jr., treasurer of the A. H. Belo Corp.

Station Authorizations, Applications

(As Compiled by B • T)

July 12 through July 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through July 18

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,873	3,024	159	272	118
Fm	521	547	31	8	0

FCC Commercial Station Authorizations

As of June 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,871	519	186
Cps on air	25	11	310
Cps not on air	124	16	113
Total authorized	3,020	546	609
Applications in hearing	173	1	132
New station requests	274	10	43
New station bids in hearing	115	0	85
Facilites change requests	154	6	35
Total applications pending	964	71	398
Licenses deleted in June	0	2	0
Cps deleted in June	2	0	2

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through July 18

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	360	93	453[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	325	312	637[1]
Noncom. Educational	22	20	42[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,003	337	786	554	1,341[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,064	337	820	581	1,402[5]

[1] 169 cps (33 vhf, 136 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 42 already granted.
[5] Includes 679 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

New Orleans, La.—Loyola U. granted vhf ch. 4. ERP 100 kw vis., 50 kw aur. Ant. height above average terrain 710 ft.; above ground 750 ft. Post office address 6363 Charles Ave. Trans. location Cooper Rd. near Whitney Ave., near Gretna, La. Geographic coordinates 29° 54′ 27″ N. Lat., 90° 02′ 24″ W. Long. Estimated construction cost $543,539, first year operating cost $616,927. Trans. and ant. GE. Loyola operates **WWL New Orleans.** (For conditions on this grant see "Hearing Cases.") Granted July 11.

Corpus Christi, Tex.—K-SIX Television Inc. granted vhf ch. 10. ERP 212 kw vis., 106 kw aur. Ant. height above average terrain 698 ft., above ground 724 ft. Post office address Show Room Bldg. Trans. location State Hwy. #44, 1.7 miles east of Robstown, Tex. Geographic coordinates 27° 46′ 50″ N. Lat., 97° 38′ 03″ W. Long. Estimated construction cost $460,000, first year operating cost, $389,000. Trans. and ant. GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer, Frank H. McIntosh & Assoc. K-SIX operates **KSIX Corpus Christi.** (For conditions on this grant, see "Hearing Cases.") Granted July 11.

Mayaguez, P. R.—FCC accepted for filing applications of Sucesion Luis Pirallo-Castellanos and Dept. of Education of P. R., both seeking new tv to operate on ch. 3 in Mayaguez; ordered that these applications will be consolidated for hearing with similar application of Ponce de Leon Bcstg. Co. of P. R. at later date and postponed hearing in ch. 3 proceeding from July 19 to Sept. 7 to permit consolidation. Action July 11.

APPLICATION

Vail Mills, N. Y.—Hudson Valley Bcstg. Co., vhf ch. 10 (192-198 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,098 ft. Estimated construction cost $1.7 million, first year operating cost $1.7 million, revenue $2.3 million. Post office address P. O. Box 4100, Albany, N. Y. Studio location Hwy. 9W, 1 mile south of Albany. Transmitter location .7 mile northeast of Vail Mills. Geographic coordinates 43° 03′ 36″ N. Lat., 74° 12′ 42″ W. Long. Trans. and ant. GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer Frank H. McIntosh & Assoc., Washington. Hudson Valley is licensee of **WROW Albany, WCDA (TV) Albany** and its satellite **WCDB (TV) Hagaman.** Filed July 13.

IN CINCINNATI . . .
LOOK AT AUDIENCE
LOOK AT COST
LOOK AT POWER
The L.B.WILSON STATION
WCKY
CINCINNATI . . . OHIO . .
50,000 WATTS
IT'S OBVIOUS . . .
FOR
MORE AUDIENCE
LESS COST
HIGHEST POWER

Existing Tv Stations . . .

ACTIONS BY FCC

KMJ-TV Fresno, Calif.—Granted cp to install auxiliary ant. system at main trans. site. Announced July 17.

KVIP (TV) Redding, Calif.—Granted mod. of cp to change studio location; change ERP to 12 kw vis., 6.03 kw aur.; install new ant. system, and make other equipment changes. Announced July 17.

KBOI-TV Boise, Idaho—Granted cp to change ERP to 65 kw vis., 33 kw aur.; install new ant., and make other equipment changes. Granted July 17.

WTWO (TV) Bangor, Me.—Granted mod. of cp to make minor equipment changes. Announced July 17.

KXLF-TV Butte, Mont.—Granted mod. of cp (ch. 6) to change vis. ERP from 2.04 kw to 64.6 kw; increase ant. from *minus* 690 ft. to 1,890 ft.; move trans. to on Mountain Peak, 3.23 miles east of city, and change type ant. Granted July 11.

KDIX-TV Dickinson, N. D.—Granted mod. of cp to make minor equipment changes. Announced July 17.

KOTA-TV Rapid City, S. D.—Granted mod. of cp to change ERP to 70.8 kw vis., 42.7 kw aur., and make other equipment changes. Announced July 17.

WSPA-TV Spartanburg, S. C.—Granted mod. of cp to change ERP to 257 kw vis., 144 kw aur., and make other minor equipment changes. Announced July 17.

KFJZ-TV Fort Worth, Tex.—Granted mod. of cp to change ERP to 209 kw vis., 107 kw aur. Amended July 11.

WAVY-TV Portsmouth, Va.—Granted mod. of cp to make slight change in trans. location (no change in description, other than coordinates). Announced July 17.

KOMO-TV Seattle, Wash.—Granted permission to transmit, by means of an off-the-air pickup, various tv programs broadcast in U. S. over **KOMO-TV Seattle** to **CBUT (TV) Vancouver, B. C.,** for broadcast in Canada, for period beginning July 9 and ending Feb. 1, 1957. Announced July 17.

WORA-TV Mayaguez, P. R.—Granted mod. of cp to change corporate name to Supreme Bcstg. Co. of Puerto Rico; change studio location to Darlington Bldg.; change description of trans. location to State Mountain, Monte del Estado; change ERP to 29.5 kw vis., 17.8 kw aur., and make ant. and other minor equipment changes. Announced July 17.

CALL LETTERS ASSIGNED

WIRL-TV Peoria, Ill.—WIRL Television Co., ch. 8.

KOLO-TV Reno, Nev.—Nevada Radio-Television Inc., ch. 8. Changed from KZTV (TV).

WRAL-TV Raleigh, N. C.—Capitol Bcstg. Co., ch. 5.

APPLICATIONS

WKRG-TV Mobile, Ala.—Seeks cp to make changes in existing tv: change studio and trans. locations to 150 Louis St., Mobile and .8 mile east of junction of U. S. #31 and 90, near Mobile, respectively, and make ant. and other equipment changes. Filed July 18.

KEDD (TV) Wichita, Kan.—Seeks cp to replace expired cp which authorized new tv. Filed July 12.

KLOR (TV) Portland, Ore.—Seeks cp to make changes in existing tv: change ERP to 316 kw vis., 189.73 kw aur., and make other equipment changes. Filed July 12.

WFRV-TV Green Bay, Wis.—Seeks mod. of cp (which authorized new tv) to change trans. location to 3 miles southeast of DePere, near Green Bay; change ERP to 92 kw vis., 55.2 kw aur.; install DA system, and make other equipment changes. Filed July 13.

PETITION

WJHP-TV Jacksonville, Fla.—Petitions FCC requesting amendment of Sec. 3.606 of Rules by issuance of Proposed Rule-Making so as to delete non-commercial educational tv channel reservation in Jacksonville from ch. 7, thereby making it available for commercial; or, in alternative, to add ch. 46 to Jacksonville and delete ch. 12 from Jacksonville. Announced July 16.

New Am Stations . . .

ACTIONS BY FCC

Radio Huntsville Inc., Huntsville, Ala.; J. B. Falt Jr., Sheffield, Ala.—Designated for consolidated hearing applications for new ams to operate on 1290 kc, 1 kw D. Action July 11.

Auburn, Calif.—Golden State Broadcasters' application seeking cp for new am to operate on 930 kc, 500 w D, returned. (Incomplete.) Action July 13.

Ridgecrest, Calif.—Ian S. Lansdown granted

1240 kc, 250 w unl. Post office address 1858 E. Villa St., Pasadena, Calif. Granted July 11.

Ridgecrest, Calif.—Indian Wells Radio granted 1360 kc, 1 kw D. Post office address 3426 N. Knoll Dr., Hollywood, Calif. Estimated construction cost $13,670, first year operating cost $36,000, revenue $42,000. Sole owner is **Victor M. Farel,** engineer. Granted July 11.

Ridgecrest, Calif. — Ridgecrest - China Lake Broadcasters granted 990 kc, 1 kw D. Post office address 4488 S. W. Council Crest Dr., Portland, Ore. Estimated construction cost $17,246, first year operating cost $36,000, revenue $43,000. Ridgecrest-China is wholly-owned by **Harold C. Singleton,** 52% owner **KTEL Walla Walla, Wash.;** 9.9% of **KGAL Lebanon, Ore.;** 100% **KRTV Hillsboro, Ore.;** 14% of **KITI Chehalis, Wash.,** and holds cp for new am to operate in **Coos Bay, Ore.** Granted July 11.

Robert Burdette, San Fernando, Calif.—FCC denied Jan. 10 petition by Robert Burdette requesting dismissal of applications for new ams of Southeast District Radio and Telecasting Corp., South Gate, Calif., to operate on 1190 kc, 1 kw D; Charles R. Bramlet, Torrance, Calif., 1190 kc, 250 w D; A. A. Crawford, Beverly Hills, Calif., 1190 kc, 1 kw D, and Well-Worth Bcstg. Co., Long Beach, Calif., 1210 kc, 500 w D. And also denied May 7 petition for rehearing of Commission's order of April 4, in setting aside hearing record on petitioner's application for new am to operate on 1190 kc, 5 kw D, in San Fernando, and that of Huntington Park Bcstg. Co., Huntington Park, Calif., for new am to operate on 1190 kc, 1 kw D, and removing these applications from hearing docket. Action July 11.

Joseph M. Ripley Inc., Jacksonville, Fla.; Robert Hecksher, Jacksonville—Designated for consolidated hearing applications for new ams to operate on 550 kc, 1 kw D; in event of grant of either application, permittee shall be responsible for installation and adjustment of suitable filter circuits or other equipment to suppress second harmonic radiations to prevent interference to **WJVB Jacksonville.** Action July 11.

Palatka, Fla.—Raymac Inc. granted 800 kc, 1 kw D. Post office address ℅ Carmen Macri, 261 Glynles Rd., Jacksonville, Fla. Estimated construction cost $25,982, first year operating cost $32,400, revenue $55,200. Sole owner **Carmen Macri** is majority owner **WQIK-WOBS-TV Jacksonville;** secy.-treas. stockholder **WABR Winter Park,** and stockholder **WMIE Miami, all Fla.** Granted July 18.

Bay City, Mich.—Paul A. Brandt's application seeking cp for new am to operate on 1250 kc, 500 w D, dismissed at request of attorney. Action July 13.

Bay City, Mich.—Water Wonderland Bcstg. Co. granted 1250 kc, 1 kw D. Post office address 215 Shearer Bldg., Bay City. Estimated construction cost $15,345, first year operating cost $34,320, revenue $45,000. Principals include Pres. **Patrick J. Trahan** (5.88%), grocery, real estate interests; Vice Pres. **S. Franklin Horowitz** (19.61%), physician; Secy. **Ralph J. Isackson** (3.92%), attorney, and Treas. **Reed T. Draper** (7.84%), auto dealer, finance company and real estate interests. Granted July 11.

Claremore Okla.—Lakes Area Bcstg. Co.'s application seeking cp for new am to be operated on 1270 kc, 500 w D, returned. (No site specified.) Action July 13.

Lakeview, Ore. — Pacific Northwest Radio granted 1230 kc, 250 w unl. Post office address McKinley Route, Coquille, Ore. Estimated construction cost $14,099, first year operating cost $22,600, revenue $34,500. Principals are equal partners **Lynn C. Thomas** and **A. E. Freeman,** livestock ranchers. Granted July 11.

South Williamsport, Pa.—Jefferson Bcstg. Co. granted 1450 kc, 250 w unl. Post office address ℅ C. H. Simpson, Box 466, St. Marys, Pa. Granted July 11.

Camden, Tenn.—Camden Bcstg. Co. granted 1220 kc, 250 w D. Post office address 1102 W. South St., Mayfield, Ky. Estimated construction cost $11,383, first year operating cost $24,000, revenue $36,000. Principals own **WKTM-AM-FM Mayfield.** Granted July 11.

Robbie Robinson

"KRIZ Phoenix says radios are moving into the kitchen!"

APPLICATIONS

Fordyce, Ark.—K. F. Tracy, 1270 kc, 1 kw D. Post office address P. O. Box 2937, Little Rock, Ark. Estimated construction cost $14,500, first year operating cost $20,000, revenue $28,000. Mr. Tracy is chief engineer at **KLRA Little Rock.** Filed July 12.

Bakersfield, Calif.—Valley Bcstg. Co., 1340 kc, 250 w unl. Post office address Box 933, Beverly Hills, Calif. Estimated construction cost $80,000, first year operating cost $50,000, revenue $60,000. Principals are equal owners **Dawkins Espy,** 50% owner of **KAIR Tucson, Ariz.,** and **William J. Kyland,** 50% owner of KAIR. Filed July 18.

Franklin, N. C.—Macon County Bcstg. Co., 1050 kc, 500 w D. Post office address P. O. Box 1317, Tryon, N. C. Estimated construction cost $18,921, first year operating cost $30,000, revenue $36,000. Principals are equal partners **Graves Taylor,** stockholder in **WJR Detroit; Henry G. Bartol Jr.,** commercial manager at **WTYN Tryon,** and **John E. Boyd,** grocery interests. Filed July 18.

Wendell-Zebulon, N. C.—Wendell-Zebulon Radio Co., 540 kc, 250 w D. Post office address ℅ Lewis V. Parrish, 19 78th St., North Bergen, N. J. Estimated construction cost $10,479, first year operating cost $30,000, revenue $48,000. Principals include Pres. **Lewis Vernon Parrish,** Vice Pres. **Albert Alfred Abromatis** and Secy.-Treas. **Lottie Parrish Flowers.** Filed July 12.

Danville, Va.—S. L. Goodman, 970 kc, 500 w D. Post office address P. O. Drawer 2-Y, 303 W. Main St., Richmond 5, Va. Estimated construction cost $18,250, first year operating cost $35,000, revenue $40,000. Mr. Goodman is owner of **WYSR Franklin, Va.,** and has application pending at FCC seeking new am station at Gloucester, Va. Filed July 13.

APPLICATION RESUBMITTED

Austin, Minn.—George A. Hormel III resubmits application seeking cp for new am to operate on 1220 kc, 500 w D, DA. Resubmitted July 18.

APPLICATIONS AMENDED

Jacksonville, Fla.—Joseph M. Ripley's application seeking cp for new am to operate on 550 kc, 1 kw D, amended to change ant.-trans. and studio location and make changes in ant. and ground systems. Amended July 18.

Starke, Fla.—Ben Akerman's application seeking cp for new am to be operated on 730 kc, 250 w D, amended to change frequency to 1600 kc and increase power to 1 kw. Amended July 18.

Philadelphia, Pa.—Franklin Bcstg. Co.'s application seeking cp for new am to be operated on 900 kc, 1 kw D, DA, amended to make changes in DA pattern. Amended July 12.

Existing Am Stations . . .

ACTIONS BY FCC

KJOY Stockton, Calif.—Granted mod. of license to change name to KJOY Inc. Announced July 17.

WICC Bridgeport, Conn.—Application seeking cp to increase power from 500 w N, 1 kw D, to 1 kw N, 5 kw D, and make changes in DA system, returned. (Dated wrong.) Action July 13.

WMEN Tallahassee, Fla.—Granted increase in power on 1330 kc from 1 kw to 5 kw, continued D operation; trans. to be operated by remote control from main studio. Granted July 11.

WBBA Pittsfield, Ill.—Granted permission to sign-off at 6 p.m. CST through September. Announced July 17.

WTAY Robinson, Ill.—Granted permission to sign-off at 6 p.m. CST through August. Announced July 17.

WTIM Taylorville, Ill.—Granted permission to sign-off at 6 p.m. CST during August. Announced July 17.

KLFT Golden Meadow, La.—Designated for hearing on application to increase power from 500 w to 1 kw, continuing on 1600 kc D; made **KEVL White Castle, La.,** party to proceeding. Action July 11.

WJKO East Longmeadow, Mass.—Granted cp to replace expired cp which authorized change of ant.-trans. and studio location; change station location, and change from DA-D to NON-DA. Announced July 17.

WSAR Fall River, Mass.—Granted cp to replace expired cp which authorized changes in DA-N pattern. Announced July 17.

KSEM Moses Lake, Wash.—Granted cp to replace expired cp which authorized change in frequency; increase in power; installation of DA-N, and change ant.-trans. location. Announced July 17.

WBFC Fremont, Mich.—Granted permission to sign-off at 7 p.m. for period of three months, except when airing special events. Announced July 17.

WCHB Inkster, Mich.—Granted mod. of cp to change ant.-trans. location to Henry Ruff Rd., just north of Ecorse. Announced July 17.

KODY North Platte, Neb.—Designated for consolidated hearing on application for cp to change facilities from 1240 kc, 250 w unl., to 600 kc, 500 w N, 1 kw-LS, DA-2, unl.; made **KSJB Jamestown, N. D.,** party to proceeding. Action July 11.

KGRO Gresham, Ore.—Granted mod. of cp for

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change in ant.-trans. location; specify studio location, and make changes in ground system. Conditioned that program test will not be authorized until **KGON Oregon City** has begun tests on another frequency and license will not be issued until KGON has been licensed on another frequency. Announced July 17.

KSEM Moses Lake, Wash.—Granted change in D power from 1 kw to 5 kw, change from DA-N to DA-2, continuing operation on 1470 kc, 1 kw N, unl. Granted July 11.

KTIX Seattle, Wash.—Granted mod. of cp to move trans. and studio locations and remote control point. Announced July 17.

CALL LETTERS ASSIGNED

KDAN Eureka, Calif.—W. H. Hansen, 790 kc, 5 kw.

KGEC Palm Springs, Calif.—George E. Cameron Jr., 930 kc, 500 w.

WOOO DeLand, Fla.—DeLand Broadcasters Inc., 1310 kc, 1 kw.

KART Jerome, Idaho—Northside Broadcasters Inc., 1400 kc, 250 w.

WKNY Neon, Ky.—Letcher Bcstg. Corp., 1450 kc, 250 w.

WMOO Milford, Mass.—James W. Miller, 1490 kc, 250 w.

WONG Oneida, N. Y.—John Jacob Geiger, 1600 kc, 1 kw.

WKLM Wilmington, N. C.—East Coast Radio Co., 980 kc, 1 kw.

WJGD Columbia, Tenn.—Columbia-Mt. Pleasant & Spring Hill Radio Corp., 1280 kc, 1 kw.

APPLICATIONS

KGDM Stockton, Calif.—Seeks cp to increase power from 5 kw to 50 kw; change ant.-trans. location to on Clay Station Rd., 5 miles south of Clay, Calif.; make changes in DA system; make changes in ground system, and change from employing DA-N to DA-1. Filed July 18.

KXOB Stockton, Calif.—Seeks mod. of license to change name of licensee to KJOY Inc. Filed July 12.

WFBS Fort Walton Beach, Fla.—Seeks mod. of cp to increase power from 500 w to 1 kw. Filed July 12.

WRMF Indialantic-Melbourne, Fla.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location and change station location to Titusville, Fla. Filed July 18.

WPNX Columbus, Ga.—Seeks cp to increase D power from 1 kw to 5 kw. Filed July 13.

WLBA Gainesville, Ga.—Seeks mod. of cp (which authorized new am) to change ant.-trans. and studio location; change power from 5 kw (DA-D) to 5 kw (non-DA), except during critical hours when power is reduced to 1 kw (C. R.), and make changes in ground system. Filed July 18.

WCYN Cynthiana, Ky.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control from Pike and Walnut Sts., Cynthiana (studio location). Filed July 18.

WOKJ Jackson, Miss.—Seeks cp to increase power from 1 kw to 5 kw and make changes in ant. system. Filed July 18.

KYW Cleveland, Ohio—Seeks cp to change ant.-trans. location to 6600 Broadview Rd., Parma, Ohio, utilizing combined am-fm-tv tower, and make changes in ground system. Filed July 12.

KBND Bend, Ore.—Seeks cp to increase D power from 1 kw to 5 kw. Filed July 13.

KGRO Gresham, Ore.—Seeks mod. of cp (which authorized new am) for change in ant.-trans. location and make changes in ground system. Filed July 12.

WANB Waynesburg, Pa.—Seeks mod. of cp (which authorized new am) to make changes in ground system. Filed July 18.

KFDA Amarillo, Tex.—Seeks cp to change trans. and studio locations and delete remote control operation of trans. Filed July 12.

KPRC Houston, Tex.—Seeks cp to change ant.-trans. location and make changes in DA and ground systems. Filed July 18.

WFAX Falls Church, Va.—Seeks cp to increase power from 500 w to 1 kw. Filed July 13.

WYSR Franklin, Va.—Seeks mod. of cp (which authorized new am) to change frequency from 1570 kc to 1430 kc and increase power from 250 w to 1 kw. Filed July 13.

KZUN Opportunity, Wash.—Seeks cp to change frequency from 1270 kc to 630 kc and make changes in ground system. Filed July 18.

WIGM Medford, Wis.—Seeks mod. of license to change name to WIGM Inc. Filed July 18.

APPLICATIONS AMENDED

WTAM Decatur, Ga.—Application seeking cp to increase power from 1 kw to 5 kw and install DA-D, amended to make changes in DA pattern. Amended July 18.

WDMG Douglas, Ga.—Application seeking mod. of cp (which authorized increase in power) to change hours from D to unl., using 5 kw, and install DA-N, amended to make changes in DA system. Amended July 18.

KFGT Fremont, Neb.—Application seeking mod. of license to change hours from unl. to specified hours (6:00 a.m. to 6:30 p.m.) amended to change name to H. C. Snyder and Leroy L. Snyder Enterprises. Amended July 18.

KTW Seattle, Wash.—Application seeking cp to change hours; change ant.-trans. location; make changes in ant., and operate trans. by remote control, amended to change ant.-trans. location to 4441 21st Ave., S.W., Seattle. Amended July 18.

WAJR Morgantown, W. Va.—Application seeking to change frequency from 1230 kc to 1440 kc; increase power from 250 w to 500 w N, 5 kw D; install DA-2, and change ant.-trans. location, amended to make changes in DA system. Amended July 18.

New Fm Stations . . .

ACTIONS BY FCC

Fm Allocation Table—FCC proposed amending its fm allocation table to provide channel in Patchogue, N. Y., by deleting ch. 282 from New York, N. Y., and adding it to Patchogue. Comments may be filed by Aug. 10 and reply comments within 10 days from last day for filing original comments or briefs. Announced July 17.

Caribou, Me.—Northern Bcstg. Co. granted 97.7 mc, .19 kw unl. Post office address % Forest S. Tibbetts, 21 Collins St., Caribou. Estimated construction cost $4,778.75, first year operating cost $8,640, revenue $13,400. Mr. Tibbetts is sole owner. Granted July 11.

Williamstown, Mass.—The President and Trustees of Williams College granted 90.1 mc, .01 kw. Post office address Williamstown. Estimated construction cost $3,302, first year operating cost $2,175. Station is for non-commercial educational purposes. Granted July 11.

Philadelphia, Pa.—The Trustees of the U. of Pa. granted 91.3 mc, .014 kw. Post office address % Gene D. Gisburne, Philadelphia 4. Estimated construction cost $2,095, first year operating cost $2,000. Station is for noncommercial educational purposes. Granted July 11.

Existing Fm Stations . . .

ACTIONS BY FCC

WGMS-FM Washington, D. C.—Granted cp to change trans. site; change ERP to 20 kw; change ant. height to 440 ft., and change ant. system. Announced July 17.

CALL LETTERS ASSIGNED

WPSR (FM) Evansville, Ind.—School City of Evansville, 91.1 mc, 4.5 kw.

APPLICATION

WFMS (FM) Indianapolis, Ind.—Seeks mod. of cp (which authorized new fm) to change ERP to 4.5 kw; change ant. height to 110 ft.; change trans. and studio location to 750 N. Meridian St., Hotel Antlers, Indianapolis, and change ant. system. Filed July 12.

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Ownership Changes . . .

ACTIONS BY FCC

WGEA Geneva, Ala.—Granted assignment of license to Radio South Alabama Inc. for $37,500. Principals are Pres. **Howard E. Pill** (30%), 35% owner of **WDAK Columbus, Ga.**; Vice Pres. **Allen M. Woodall** (30%), 50% owner of WDAK; Treas. **Miles H. Ferguson** (25%), 25% owner of **WJHO Opelika, Ala.**, and Secy. **Emery T. Evans** (15%), salesman at WDAK. Granted July 11.

WTBC-AM-TV Tuscaloosa, Ala.—Granted involuntary assignment of license to **Bertram Bank** and **Mrs. Lamar Branscomb**, executrix of estate of Lamar Branscomb, deceased. Mr. Branscomb held 50% interest. Bertram Bank holds other 50%. Granted July 13.

WQAM-AM-FM Miami, Fla.—Is being advised that application for transfer of control from Miami Herald Publishing Co. to Mid-Continent Bcstg. Co. indicates necessity of hearing. Action July 11.

KFJB Marshalltown, Iowa—Granted involuntary transfer of control to **Hollis N. Anderson, Loraine N. Booth, Margaret N. Brown, May W. Norris, Dana W. Norris** and **John W. Norris**, legatees named in will of **D. W. Norris**, deceased, former controller of *Marshalltown Times-Republican*, owner of all of licensee's common stock. Granted July 11.

KSLA-TV Shreveport, La.—Granted assignment of cp to **Henry E. Linam, Ben Beckham Jr.** and **Carter Henderson**, d/b as Shreveport Television Co., and **Mrs. E. B. George. Don George**, managing partner, died June 5. This is involuntary transfer of his 43% interest to his executrix, **Mrs. Eugenia Booth George.** Granted July 12.

KGRO Gresham, Ore.—Granted assignment of cp to Gresham Bcstg. Co. Corporate change. Granted July 12.

WHP-TV Harrisburg, Pa.—FCC denied June 25 request by WHP-TV for stay of June 20 consent for Triangle Publications Inc.'s acquisition of **WNHC-AM-FM-TV New Haven, Conn.**, from Elm City Bcstg. Corp., pending resolution of hearing on transfer of control of **WLBR-TV Lebanon, Pa.**, from Lebanon Bcstg. Co. to Triangle. At same time, Commission is advising Triangle that June 20 grant is without prejudice to any action Commission may deem appropriate as result of final determination with respect to charges against Triangle contained in antitrust indictments returned June 27 against certain Philadelphia stations. Action July 11.

WICE Providence, R. I.—Granted assignment of license to Providence Radio Inc. for $60,000. Principal is Akron Bcstg. Corp. (80%), which operates **WCUE Akron, Ohio**. Granted July 11.

KGUL-TV Galveston, Tex.—Granted transfer of control of permittee and licensee corporation to Lone Star Television Corp. for $4.25 million. Lone Star is 90% owned by New York investment firm of J. H. Whitney Co. and 10% by **Paul Taft**, present 40.5% owner and pres.-general manager of KGUL-TV. Granted July 11.

WCAN-TV Milwaukee, Wis.; WOPT, WOPA-TV Chicago, Ill.—By letter, returned as not acceptable for filing applications for assignment of cps to Television Exhibitors of America Inc. (100% owned by Lou Poller), which were accompanied by petitions for waiver of rules to enable stations to devote 25% of their time to subscription tv—which has not yet been authorized. Action July 11.

APPLICATIONS

KDB Santa Barbara, Calif.—Seeks assignment of license to Station KDB for $125,000. Principals are equal owners **James Harford**, partner in **KONE Reno, Nev.**, and **KTOO Henderson, Nev.**; **Lucie Miltenburg**, and **Rube Goldwater**. Filed July 18.

KVSM San Mateo, Calif.—Seeks assignment of license to Intercontinental Bcstg. Corp. for $400,000. Principals are Pres. **Albert Zugsmith** (37.5%); Vice Pres. **Arthur B. Hogan** (37.5%); Secy.-Treas. **Frank Oxarat** (10%), and **John D. Feldmann** (10%). Filed July 13.

WFTW Fort Walton Beach, Fla.—Seeks acquisition of negative control by **H. H. Harris Jr.** and **Katherine G. Harris** through purchase of 25% from A. G. Robinson. Principals will now be Pres. **Wilbur R. Powell** (50%); Secy.-Treas. **H. H. Harris Jr.** (25%), and **Katherine G. Harris** (25%). Filed July 12.

WTRC-AM-FM Elkhart, Ind.—Seeks assignment of license from The Truth Pub. Co. to The Truth Radio Corp. Corporate change. Filed July 12.

WCAT Orange, Mass.—Seeks assignment of license to Millers River Bcstg. Corp. for $4,643, 75% stock in Millers, and assumption of $23,000 liabilities. Principals will be **James W. Miller**, who is assignor, (75%); **Robert F. Nims** (10%); **Delbert A. Witty** (5%); **Roy F. Cooke** (5%), and **J. Charles Croucher** (5%). Filed July 12.

KRAM Las Vegas, Nev.—Seeks assignment of license to Drake Motel Corp. for $120,000. Principals are equal owners **David H. Margolis**, owner of **KCMJ Palm Springs, Calif.**, and his wife Annabelle W. Margolis. Filed July 12.

KOTS Deming, N. M.—Seeks assignment of license to Luna County Bcstg. Co. for $6,000. Partner **Hugh S. Thomas** is dropping out of organization. Principals now will be **Edwin E. Merriman** (50%), 33.3% owner of **KOBE Las**

Cruces, N. M., and **Robert W. Tobey** (50%), 33.3% owner of KOBE. Filed July 12.

KREL-AM-FM Baytown, Tex.—Seeks transfer of control from **J. B. Blayton** to **E. O. Roden, W. I. Dove, James E. Reese, Bruce H. Gresham** and **Zane D. Roden** for $67,052 and assumption of obligations. Mr. Roden, who owns **WBIP Booneville, Miss.**, and holds interests in **WTUP Tupelo, Miss., WAZF Yazoo City, Miss., WSUH Oxford, Miss.**, and **WMPA Aberdeen, Miss.**, will hold 40%. Mr. Dove, who holds interests in WTUP, WAZF, WSUH, and WMPA, will hold 23%. Mr. Reese, who has interest in WMPA, will hold 13%. Mr. Gresham, general manager of WAZF, will hold 12%. Mr. Roden, assistant manager of WTUP, will hold 12%. Filed July 12.

WSVA-AM-FM-TV Harrisonburg, Va.—Seeks voluntary acquisition of negative control of Transcontinental Television Corp. (50% stockholder of Tudor Enterprises Inc., parent corporation of WSVA) by General Railway Signal Co. Application is filed to eliminate any question as to existence of negative control of Tudor by General Railway Signal Co. through its negative control of Transcontinent, which it will acquire upon the consummation of the **WHAM Rochester** transaction. Filed July 18.

WAPL Appleton, Wis.—Seeks assignment of license to WAPL Inc. Corporate change. Filed July 13.

KBYR Anchorage, Alaska—Seeks relinquishment of negative control through sale of stock to **Eugene Pournelle** and **Ruth Pournelle**. Consideration: $13,750 for 21%. Filed July 12.

APPLICATION RESUBMITTED

KBBA Benton, Ark.—Resubmits application seeking assignment of license to Benton Bcstg. Service. Resubmitted July 12.

Hearing Cases . . .

FINAL DECISIONS

New Orleans, La.—FCC granted application of Loyola U. for new tv to operate on ch. 4 in New Orleans, subject to conditions that Commission may, without further proceedings, substitute for ch. 4 such other channel as may be assigned to New Orleans in rule-making proceedings now pending, and subject to further condition that construction shall not be commenced subsequent to conclusion in rule-making proceedings; denied competing applications of The Times Picayune Pub. Co., and James A. Noe. Action July 11.

Corpus Christi, Tex.—FCC granted application of K-SIX Television Inc. for new tv station to operate on ch. 10 in Corpus Christi, Tex., and denyed competing applications of Superior Television Inc. and KEYS-TV Inc.; granted motion of KEYS-TV to strike "reply" and "brief" filed by K-SIX insofar as "brief" is concerned and denied in all other respects; also granted petition for partial waiver of Sec. 1.854 filed by K-SIX insofar as it is not inconsistent with partial grant and partial denial of motion to strike filed by KEYS-TV. By Memorandum Opinion and Order of same date, Commission denied "Petition for Intervention and Other Relief" and "Supplement to Petition for Intervention and Other Relief" filed by Coastal Bend Television Co. (permittee of **KVDO-TV Corpus Christi**) in this proceeding. By separate Order of same date, Commission granted petitions by Broadcast Bureau, KEYS-TV and Superior to correct transcript of oral argument in ch. 10 proceeding. Action July 11.

OTHER ACTIONS

Manchester, Conn.—FCC (1) granted appeal of Broadcast Bureau for review of reasons set forth in examiner's memorandum opinion and order permitting Manchester Bcstg. Co. to amend its application for new am in Manchester to specify 250 w instead of 100 w, and affirmed examiner's order; (2) denied appeals by Brothers Bcstg. Corp., Hartford, Conn., and Regional Bcstg. Co., East Hartford, from same order, and (3) granted request by Regional for leave to supplement its petition for review and reverse examiner. Action July 18.

Lawrence, Ill.—FCC granted petition by Lawrenceville Bcstg. Co., Lawrenceville, to delete Issue No. 2 in proceeding on its am application and that of Southern Indiana Broadcasters Inc., Newburgh, Ind., and denied petition in all other respects; also denied petition by Southern Indiana Broadcasters to enlarge issues. Action July 18.

WELO Tupelo, Miss.—FCC granted motion by Tupelo Bcstg. Co., to correct transcript of oral argument on its application to change facilities of WELO. Granted July 18.

WSTV-TV Steubenville, Ohio—FCC granted petition for review filed by WSTV and granted its petition to intervene in proceeding on applications of WWSW Inc. and Pittsburgh Radio Supply House Inc. for new tv to operate on ch. 11 in Pittsburgh, and for mod. of cp of WIIC. Reopened record and remanded to examiner for further proceedings. Action July 18.

Port Arthur, Tex.—FCC denied petition by Jefferson Amusement Co. for review of examiner's Feb. 24 ruling permitting Port Arthur College to amend its application; dismissed that portion of Jefferson petition requesting waiver of Sec. 1.750 since those provisions were waived on Commission's motion. Jefferson, Port Arthur College and Smith Radio Co. are competing applicants for Port Arthur ch. 4. Action July 18.

Wenatchee, Wash.—Hearing Examiner Hugh B. Hutchison issued Initial Decision looking toward ordering Apple Valley Tv Assn., Wenatchee, to cease and desist (1) from operating tv booster station without a license, and (2) from rebroadcasting programs or parts thereof of **KXLY-TV**, ch. 4; **KHQ-TV**, ch. 6, and **KREM-TV**, ch. 2, all Spokane, or any other tv station without having obtained authority from originating station. Action July 18.

Routine Roundup . . .

July 12 Decisions

TV BROADCAST ACTIONS

By the Commission

Actions of July 11

Shifts in Educational Tv Channels

Commission invites comments by Aug. 15 to following proposals for changes in educational tv channel reservations:

By Texas Technological College to designate ch. 5 in Lubbock, Tex., as educational instead of ch. *20.

By Byron J. Dunn, trustee, and U. of Nebraska to reserve ch. 12 for educational use instead of ch. *13 in Lincoln, Neb. Petitioner is permittee of KUON-TV, operating on commercial ch. 12, and seeks reassignment so it may operate as noncommercial educational station because (1) there would be no minimum hours of operation requirements; (2) Board of Regents is reluctant to become assignee of commercial station whereas it has expressed unqualified interest in KUON-TV as an educational station, and (3) station would be eligible for various subsidiary funds and charitable contributions.

By Aaron B. Robinson, Jackson, Tenn., and Gregory Bcstg. Co., Muscle Shoals, Ala., to substitute ch. *49 for ch. *11 for educational use in Lexington, Tenn., in order to place ch. 11 in St. Joseph, Tenn., for commercial use. Gregory is licensee of **WLAY Muscle Shoals.**

Other Rule-Making Proposed Changes

Commission invites comments by Aug. 15 to following proposals for changes in tv table of assignments:

By **KXGN Glendive, Mont.,** to assign ch. 5 *plus* to Glendive, which now has ch. 18 *minus*.

By Midcontinent Bcstg. Co. to delete ch. 6 *minus* from Pierre, S. D., and assign it to Reliance, S. D. Pierre is now assigned ch. 6 *minus*, ch. 10 *plus* and ch. *22 *plus* (educational), none of which has been applied for.

By **KIBS Bishop, Calif.,** insofar as it requests that either ch. 19 or ch. 23 be assigned to Bishop, which is now without an assignment. Chs. 3, 8 and 17, also proposed by Petition for Bishop, cannot be considered because first two would violate minimum co-channel spacing requirements and latter would violate 60-mile spacing required because of oscillator radiation.

By California Inland Bcstg. Co. (licensee of **KFRE-TV Fresno,** ch. 12) that ch. 17 or chs. 17 and 39 *plus* be assigned to Bakersfield, which now has chs. 10 *minus* and ch. 29, both occupied.

July 12 Decisions

BROADCAST ACTIONS

By the Commission

Actions of July 11

KBMN Bozeman, Mont.—Granted license for am station.

Following were granted renewal of licenses on regular basis: **KFJB Marshalltown, Iowa; KGUB-TV Galveston, Tex.; KNUZ Houston, Tex.; KOLE Port Arthur, Tex.; KOSF Nacogdoches, Tex.; KPAC Port Arthur, Tex.; KPDN Pampa, Tex.; KPEP San Angelo, Tex.; KPET Lamesa, Tex.; KRAY Amarillo, Tex.; KRBA Lufkin, Tex.; KRIO McAllen, Tex.; KRIS Corpus Christi, Tex.; KRRV Sherman, Tex.; KRUN Ballinger, Tex.; KSAM Huntsville, Tex.; KSEL Lubbock, Tex.; KSET El Paso, Tex.; KSFA Nacogoches, Tex.; KSNY Snyder, Tex.; KSST Sulphur Springs, Tex.; KSTA Coleman, Tex.; KSTV Stephenville, Tex.; KSWA Graham, Tex.; KTAE Taylor, Tex.; KTAN Sherman, Tex.; KTBB Tyler, Tex.; KTBC Austin, Tex.; KTFY Brownfield, Tex.; KTHT Houston, Tex.; KTLU Rusk, Tex.; KTRE Lufkin,**

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Tex.; **KTRH-AM-FM Houston, Tex.; KTRM Beaumont, Tex.; KTRN Wichita Falls, Tex.; KTSM El Paso, Tex.; KTUE Tulia, Tex.; KTXN Austin, Tex.; KVLF Alpine, Tex.; KVMC Colorado City, Tex.; KVOP Plainview, Tex.; KVOU Uvalde, Tex.; KVWC Vernon, Tex.; KWFT Wichita Falls, Tex.; KWHI Brenham, Tex.; KWKC Abilene, Tex.; KWTX Waco, Tex.; KXIT Dalhart, Tex.; KYOK Houston, Tex.; WBAP-AM-FM Ft. Worth, Tex.; WFAA Dallas, Tex.; WOAI San Antonio, Tex.; WRR-AM-FM Dallas, Tex.; WTAW College Station, Tex.**

July 12 Applications

ACCEPTED FOR FILING

Modification of Cp

KECC Pittsburg, Calif.—Seeks mod. of cp (which authorized increase in power and change to DA-2) for extension of completion date.

WMKL Dowagiac, Mich.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KBAY-TV San Francisco, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WMYN Mayodan, N. C.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KGMS-FM Sacramento, Calif.—Seeks mod. of cp (which authorized new fm and SCA) for extension of completion date.

WOPT (TV) Chicago, Ill.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 1, 1957.

WHUM-TV Reading, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 1, 1957.

WNOK-TV Columbia, S. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 25, 1957.

Renewal of License

KFYN Bonham, Tex.; KTXJ Jasper, Tex. (Resubmitted.)

Renewal of Licenses Returned

KVRS Rock Springs, Wyo. (Signed after verification date.) WITJ (FM) Ithaca, N. Y. (Improperly filed.)

Renewal of License Amended

KBEC Waxahachie, Tex. (Amended to change name to Richard Tuck Enterprises.)

Remote Control

KGRH Fayetteville, Ark.

July 13 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

San Francisco-Oakland Television Inc., Oakland, Calif.; Television East Bay, Oakland, Calif.—Granted June 28 motion by San Francisco-Oakland, in which Television East Bay joined by filing of "Joinder In Motion For Extension of Time To File Exceptions" on June 29, to extend that time to file exceptions to initial decision in ch. 2 proceeding is extended to Sept. 4, and time for filing replies to such exceptions is extended to Sept. 14. Action July 6.

By Chief Hearing Examiner James D. Cunningham

Lafayette, Ind.; Crawfordsville, Ind.—Ordered that hearing shall commence on Sept. 25 in proceeding re am applications of J. E. Willis, Lafayette, and Crawfordsville Broadcasters Inc., Crawfordsville. Action July 10.

Babylon, N. Y.—Ordered that hearing shall commence on Sept. 25 re am application of Babylon Bay Shore Bcstg. Corp., Babylon. Action July 10.

By Hearing Examiner Thomas H. Donahue

Seattle, Wash.—By Memorandum Opinion and Order, granted so much of motion to strike and expunge filed by Puget Sound Bcstg. Co., Seattle, on May 31, as seeks to strike brief and findings of fact, Part II, filed by Queen City Bcstg. Co., Seattle, on May 21, in ch. 7 proceeding; denied remainder of motion. Action July 11.

By Hearing Examiner H. Gifford Irion

Islip, N. Y.—Ordered that prehearing conference will be held on July 19 re am applications of Great South Bay Bcstg. Co., Islip. Action July 11.

Holiday Isles Bcstg. Co., St. Petersburg Beach, Fla.—By Memorandum Opinion and Order, granted petition for leave to amend its am application so as to specify new trans. site. Action July 11.

By Hearing Examiner J. D. Bond

Tahlequah, Okla.; Bartlesville, Okla.—Issued Memorandum Opinion and Order after first prehearing conference setting forth statements which shall govern conduct of hearing re am applications of Stephenville Bcstg. Co., Tahlequah, and Osage Bcstg. Co., Bartlesville. Further prehearing conference shall be held on July 19; at or before time of prehearing conference each party shall notify other parties names and identities of such witnesses, if any, as they desire to cross-examine at hearing. Hearing of evidence shall commence on July 23. Action July 11.

Philadelphia, Pa.—Issued Order after second prehearing conference setting forth statements which shall govern conduct of hearing re am applications of Rollins Bcstg. of Delaware Inc. and Franklin Bcstg. Co., both Philadelphia. Hearing of evidence shall commence on July 26. Action July 12.

By Hearing Examiner Herbert Sharfman

Pachuta-Laurel, Miss.—On oral request of **WCOC-TV Pachuta, Miss.**, applicant for mod. of cp to operate on ch. 7 in Pachuta in lieu of ch. 30 in Meridian, Miss., and Laurel Television Co., Inc., for new tv station to operate on ch. 7 in Laurel, Miss., and without objection by Broadcast Bureau, ordered that time for exchange of written direct cases be extended from July 20 to July 25 at 5 p.m. Action July 10.

By Hearing Examiner Elizabeth C. Smith

WGLI Babylon, N. Y.—Ordered that prehearing conference will be held on July 18 re am application of WGLI. Action July 10.

WEBB Baltimore, Md.—Issued statement and order governing hearing re am application of WEBB; exhibits to be offered in evidence in support of affirmative case of each party will be exchanged and furnished to Broadcast Bureau on or before July 18. Action July 10.

By Hearing Examiner Hugh B. Hutchison

R. W. Gibson, Quincy, Wash.—Granted motion requesting that he be substituted as attorney of record for respondent in lieu of James Nelson, deceased, in matter of Cease and Desist Order to be directed against Brewster-Patros Tv Association Inc., Brewster, Wash. Action July 11.

July 13 Applications

ACCEPTED FOR FILING

KCLF Clifton, Ariz.; KGLU Safford, Ariz.; KVNC Winslow, Ariz.; KYME Boise, Idaho; KGEM Boise, Idaho; KLER Lewiston, Idaho; KRPL Moscow, Idaho; KTFI Twin Falls, Idaho; KTOO Henderson, Nev.; KAVE Carlsbad, N. M.; KPBM Carlsbad, N. M.; KOLJ Quanah, Tex.; KLO Ogden, Utah; KALL Salt Lake City, Utah; KSPR Casper, Wyo.; KWRL Riverton, Wyo.; KWYO Sheridan, Wyo.

Modification of Cp

WAGA-TV Atlanta, Ga.—Seeks mod. of cp (which authorized changes in existing tv) for extension of completion date to Feb. 10, 1957.

July 17 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of July 13

WADS Ansonia, Conn.—Granted license for am station and to specify studio location as Main St.

KNDY Marysville, Kan.—Granted authority to operate trans. by remote control from 803½ Broadway.

Following were granted extensions of completion dates as shown: **WTVE (TV) Elmira, N. Y.**, to 1-16-57; **WTRI (TV) Albany, N. Y.**, to 1-16-57; **WCTV (TV) Thomasville, Ga.**, to 9-1-56; **WHUM-TV Reading, Pa.**, to 2-1-57; **KCHJ Delano, Calif.**, to 10-22-56, conditions; **KECC Pittsburg, Calif.**, to 10-1-56, conditions; **KGKO Dallas, Tex.**, to 8-51-56 conditions.

Actions of July 12

KGMS-FM Sacramento, Calif.—Granted extension of completion date to 1-16-57.

Actions of July 11

WLBK DeKalb, Ill.—Granted license covering changing ant.-trans. and studio location and delete remote control operation.

KTYL Mesa, Ariz.—Granted license covering increase in power.

WSKN Saugerties, N. Y.—Granted license for am station.

WSYB Rutland, Vt.—Granted license covering increase in D power.

Following were granted extensions of completion dates as shown: **WROM-TV Rome, Ga.**, to 2-9-57; **WENS (TV) Pittsburgh, Pa.**, to 2-9-57; **WIBW-TV Topeka, Kan.**, to 2-1-57; **WTWV (TV) Tupelo, Miss.**, to 9-1-56; **WJMS-TV Ironwood, Mich.**, to 12-31-56; **WARD-TV Johnstown, Pa.**, to 1-15-57; **WKNX-TV Saginaw, Mich.**, to 2-2-57; **KTVW (TV) Tacoma, Wash.**, to 1-11-57; **KMVI-TV Wailuku, Hawaii**, to 1-25-57; **KOA-TV Denver, Colo.**, to 2-1-57.

Actions of July 9

WGMA Hollywood, Fla.—Granted license covering increase in power.

KGRH Fayetteville, Ark.—Granted authority to operate trans. by remote control from Washington Bldg., 101 W. Mountain St.

July 17 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

KAKJ (TV) Reno, Nev.—On oral request of Tv Broadcast Bureau, ordered that prehearing conference is scheduled for July 31, and upon request of **Ervin V. Willat**, Hollywood, Calif., ordered that hearing now scheduled for July 23 is continued to Sept. 6, in matter of revocation of cp of KAKJ (TV). Action July 13.

By Hearing Examiner Basil P. Cooper

Broadcast Bureau—Granted petition for extension from July 12 to and including July 20 to file proposed findings of fact and conclusions of law re am application of B. L. Golden, Fresno, Calif. Action July 12.

By Hearing Examiner H. Gifford Irion

Coos Bay, Ore.—Ordered that date for commencement of hearing is advanced from July 23 to July 18, at 9:30 a.m. in ch. 16 proceeding, involving applications of Pacific Television Inc. and **KOOS Inc., Coos Bay.** Action July 16.

July 18 Applications

ACCEPTED FOR FILING

Modification of Cp

KWFC Hot Springs, Ark.—Seeks mod. of cp (which authorized change in frequency; change power; change trans. location; operate trans. by remote control while using non-DA, and change ground system) for extension of completion date.

KFEL Pueblo, Colo.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KAIM Honolulu, Hawaii—Seeks mod. of cp (which authorized new am) for extension of completion date.

KTTS-TV Springfield, Mo.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Aug. 17.

WQMC (TV) Charlotte, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KBMB-TV Bismarck, N. D.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WQCY (TV) Allentown, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

WQTV (TV) Richmond, Va.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

Renewal of Licenses

KWJB Globe, Ariz.; KSUN Bisbee, Ariz.; KNOG Nogales, Ariz.; KOY Phoenix, Ariz.; KPHO Phoenix, Ariz.; KRIZ Phoeniz, Ariz.; KTUC Tucson, Ariz.; KVOA Tucson, Ariz.; KYMA Yuma, Ariz.; KIDO Boise, Idaho; KYAT Rupert, Idaho; KLIX Twin Falls, Idaho; KORT Grangeville, Idaho; KOLO Reno, Nev.; KOB Albuquerque, N. M.; KDEF Albuquerque, N. M.; KRSN Los Alamos, N. M.; KENM Portales, N. M.; KSIL Silver City, N. M.; KOAL Price, Utah; KWHO Salt Lake City, Utah; KPOW Powell, Wyo.; KTHE Thermopolis, Wyo.; KRTR Thermopolis, Wyo.; KWOR Worland, Wyo.

Remote Control Returned

WBCM Bay City, Mich. (Incomplete.)

UPCOMING

JULY

July 25: NARTB board special relations committee, NARTB Hdqrs., Washington, D. C.

AUGUST

Aug. 16-17: RAB Western manager's conference, Palo Alto, Calif.

Aug. 17-19: West Virginia Broadcasters' Assn., late summer meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

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RADIO

Help Wanted

Managerial

Manager with background in programming and radio sales for station in Washington State city of 30,000. Salary, commission, profit sharing. Write J. M. McClelland, Jr., 12th & Broadway, Longview, Washington.

Salesmen

Advancement has made opening in music and news chain for salesman who is presently billing around $5,000 per month but wants to make more. Our offer is a guarantee or 15% whichever is greater. No restricted list, everything wide open. Possible station management for the right man. Box 159A, B•T.

Experienced salesman. Exceptional and solid deal. Midwest single market station. Long established network affiliate. Record must show evidence of real sales ability. Full details in confidence. Box 237A, B•T.

We have an outstanding opportunity and situation to offer a capable sales manager, or assistant, who is also a hard hitting salesman. We are second to none in the Detroit area. Box 248A, B•T.

Immediate opening radio salesman in 5000 watt San Joaquin Valley independent. $380 guarantee. Commission. Send photo, sales, and radio experience first letter. KCHJ, P.O. Box 262, Delano, California.

Wanted—reliable live wire ,experienced, aggressive radio salesman, good future for right man. KCMC-Radio, Texarkana, Tex.-Ark.

Still looking for local radio salesman who can sell. $300 per month salary not draw, plus 10% of your paid billings and we can start the right man off with a few good accounts. This is a tough market with rugged competition. We are a 1 kilowatt daytimer bucking a pair of 5 kilowatt full-timers. We dominate listening better than 2 to 1. If you translate this into dollar sales you should easily make $10,000 your first year. All inquiries will be held in strictest confidence and all letters will be answered. We won't leave you dangling. Complete biography and current sales record please. No phone calls or wires. P. T. Scott, General Manager, KUSN, St. Joseph, Missouri.

Immediate opening, radio salesman. 5000 watt San Joaquin Valley Mutual station. $400 guarantee plus 15 percent commission; prefer family man. Send photo, sales and radio experience. KYOS, Box 717, Merced, California.

RADIO

Help Wanted—(Cont'd)

Salesmen

Florida—immediate opening for aggressive, experienced salesman. 1 kw independent, daytimer. We'll pay for performance—draw against 20%. Complete resume first letter. WSTN, St. Augustine, Florida.

Experienced radio salesman—Detroit market of over half million Negro listeners—new independent Negro station—500 watts—opportunities unlimited—field wide open. Contact Bell Broadcasting Company, 9521 Joseph Compeau, Detroit, Phone TRinity 5-1440.

Announcers

Central Florida, good announcer, routine maintenance, 1st phone. Good salary, can advance. Send tape, letter to Box 153A, B•T.

Young announcer here's your chance to work for 5 kw station. Must be cleancut with ambition to do good job. Permanent job. Send complete information to Box 188A, B•T.

Wanted: Combo man—must have first phone and announcing ability. Pleasant rural Pennsylvania, good salary. Apply Box 191A, B•T.

Experienced announcer-DJ for Michigan network station. Must know news. Salary open. Tape, resume, photo. Box 265A, B•T.

Experienced morning man for 50kw eastern independent station. Box 266A, B•T.

Announcer, all around ability. Some commercial experience required. No room for floaters, bad credit risks, personality problems, drinkers. Have congenial staff, want to keep it that way. Nice scenic area. Opening August 20. KMAN, Manhattan, Kansas.

Experienced sports announcer local newsman combination. Must do top job on football, no floaters or drinkers. Want complete data and references first letter, will require personal interview prior to any agreement, state pay expectations. Contact Dale Phares. KTEM, Temple, Texas.

Announcer-DJ—reliable with good personality. Third class ticket preferred. Send tape, photo, resume. Manager, WANE, Fort Wayne, Indiana.

Wanted: Settled announcer holding first class license permanent position with benefits. Send tape and full particulars, WEED, Rocky Mount, North Carolina.

CALIFORNIA NETWORK VHF

Unusual sales opportunity with California network VHF going maximum power. Successful applicant will represent station in San Jose plus some work in the San Francisco Bay area.

Responsibilities include local and regional sales, arranging co-op through distributors and some account contact on national sales.

Moderate drawing account and travel expenses, with absolutely no ceiling on potential. We require an aggressive, experienced, stable, high-type man determined to build permanent future with outstanding and expanding organization.

All references thoroughly checked. Job open September 1. Send full information to Graham Moore, Sales Manager, KSBW-TV, Salinas, California.

RADIO

Help Wanted—(Cont'd)

Announcers

Tired of chasing rainbows? We need a mature, settled man who wants to raise his family in a pleasant, clean community at the foot of the Blue Ridge Mountains . . . away from crowds, noise and confusion. This man should be an experienced air salesman who can build his own following of listeners. He won't get rich but he will have an opportunity to live and work under rewarding conditions. If that sounds good to you, write today. Send photo, resume and tape with first letter to Roger Beane, Manager, WFMD, Frederick, Maryland.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMIX, Mt. Vernon, Illinois.

Wanted immediately, experienced announcer-special events man. Applicant must be fully qualified. Station expanding. Permanent position. Salary $90 to $100 weekly, depending on experience. Contact Clay Cline, WSEV, Sevierville, Tenn.

Announcer with experience, pleasant voice, effective air salesmanship, needed by well-respected CBS affiliate. Background in copy, music, library, or news helpful. Send tape, data sheet, to WSOY, Decatur, Illinois.

Technical

Chief engineer-announcer wanted with top music-news on east coast. Starting salary $105.00 per week. Hospitalization, paid vacations, and top working conditions. Must be able to take charge of new equipment and do a show. Box 160A, B•T.

Electronic engineer, Civil Service GS-12, $7,570.00 per year. Box 233A, B•T.

Engineer, first phone, who desires permanent position with company operating 5kw radio and television station. Middle Atlantic states, ideal working conditions. Chance for advancement with successful, progressive organization. Salary, bonus, other benefits. Position now avaliable. Box 264A, B•T.

Wanted: Engineer, 1st class license, at least 2 years broadcast experience required, 40 hour week, shift and maintenance, contact Chief Engineer, KTSA San Antonio, Texas.

First class chief engineer — maintenance and board work. Send full particulars to Manager, WANE, Fort Wayne, Indiana.

Engineer 1st class phone, wanted for transmitter operator at a 5 kw radio station with directional antenna at night on 580 kc. Experience not a major requirement. Do not need car but will be a help. $300.00 a month for a 40 hour week with some overtime. Insurance plan and profit sharing. Write to Chief Engineer, WCHS, Charleston 24, W. Va.

1st class license holder as chief engineer. Experience necessary. Car. General maintenance and some announcing. Guarantee minimum $400 per month. No drunks or screwballs. Call C. Leslie Golliday, WEPM, Martinsburg, West Virginia. Phone 5252.

Chief engineer. Paid vacations, paid life insurance and hospitalization, excellent working conditions, congenial staff. One of New England's best radio stations. Can use combo or straight engineer. Call collect, John H. Bennett, WHWB, Rutland, Vermont.

Programming-Production, Others

Newsman for independent station in east. Must be interested in nothing but news. Good voice. This is a tough job but pays well. Box 112A, B•T.

Experienced male copywriter needed. Announcing helpful but not necessary. $346 per month start. Air mail samples and resume. Box 268A, B•T.

Immediate opening in News Department. Must be strong on reporting. Good salary and working conditions. WFAH, Alliance, Ohio.

Wanted: An experienced radio news reporter by a New England 5000 watt station. Starting at $75.00 weekly, automatic raise to $85 00 in six months if capable. Another raise within a year if you can produce salesable news features. This job both a challenge and opportunity. Send complete background and photograph. Our selection will be slow. Address P. O. Box 1522, Worcester, Mass.

Experienced newsman capable of handling expanding radio news department. Applicant must be versed in news editing, reporting, on-the-spot reporting, etc. Salary $90 to $100 weekly depending on experience. Contact Clay Cline, WSEV, Sevierville, Tenn. Personal interview necessary.

RADIO

Situations Wanted

Managerial

Young experienced sales manager—available for radio or tv. Good record, a real gross builder. Write Box 171A, B•T.

Manager-salesman-sports. If You're looking for a sober young family man who has ten years experience in field—one who can manage, handle sales, excellent announcer, program director and play-by-play in all sports that needs economical operation and more profits lets talk. Will buy stock—excellent references. Box 190A, B•T.

Small market manager seeking relocation as general manager of small market station, or assistant general manager or station manager in major market. In present successful small market managerial position 10 years. Prefer salary and override, will consider straight salary. Twenty years background. Seeking change for personal reasons. Box 218A, B•T.

Presently employed manager-chief engineer-announcer. Six years experience desires California location. Box 225A, B•T.

Station manager—program director looking for a permanent position with a future. Hard work no deterrent. Ten years experience in all phases of broadcasting. Have handled management, programming, production, copy, traffic, sales presentations. Air work includes DJ shows, audience participations, interviews, news, etc. I'm college graduate . . . married . . . have four children. Any offers. Box 227A, B•T.

Station doctor—your station run down? Sales limping, books red? Call this doctor. Mature, long experienced manager can assure a smooth, profitable operation. Salary percentage basis. Box 238A, B•T.

Salesmen

Salesman-announcer. Former department store buyer, road salesman. Glib, articulate idea man who produces. Anywhere for experience and small guarantee. Box 217A, B•T.

Announcers

Top morning man—deejay—employed—wishes to relocate. Veteran—family. Box 959G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Sportscaster-newscaster-staff. Heavy experience all three, play-by-play. Available football season, basketball winter, baseball next summer. Radio-tv combo considered only, good market. **$125 minimum. Box 157A, B•T.**

Experienced announcer—disc jockey, 26, veteran, single. Personality plus pleasing voice. Resume, photo, tape. Box 167A, B•T.

Experienced announcer-newsman-sportscaster—rated high by Pulse. Available now. Box 202A, B•T.

Versatile announcer, experienced, top references, reliable, hard worker. Desires eastern metropolitan city. Want to join station that offers a future. Send for tape, details. Box 215A, B•T.

Alert, colorful announcer. 11 months staff experience. Third class ticket. Box 219A, B•T.

Dependable announcer, 3 years radio southwest, presently employed. Non-drinker. Married. Box 223A, B•T.

Wanted—permanent sports position. Top play-by-play. Also news, DJ, continuity. 1st phone. Eight years experience. Married, vet. Box 228A, B•T.

Staff announcer—news—DJ—11 months experience. Veteran, married, 2 years college, radio school graduate. Midwest preferred. Box 229A, B•T.

Announcer, seven years experience, married, family. Experienced program director. Would like to relocate by September as Announcer or program director. Midwest preferred but not essential. Box 232A, B•T.

Ten years experience. Presently employed one of nation's top markets. Permanent position with opportunity. Consider all offers, including all-night disc shows. References. Married. Box 239A, B•T.

Experienced announcer. Mature, reliable. Strong on news, commercials. Seeking good market, northeast area. Box 240A, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Award winning news director of regional network wants affiliation with major market indie. 15 years—political, sports, farm background. Air personality. Emphasis on local and state news coverage. Can direct complete news operation. Box 241A, B•T.

Negro disc jockeys and newscaster, man and wife, combo or separate. 2 years experience journalism and radio. Continuity, traffic, programming, New York stage experience. Will relocate. Box 243A, B•T.

Announcer wants permanent relocation in south, 6 years experience. Specialty sports, also news and DJ. Box 244A, B•T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 245A, B•T.

Announcer—wants to move out of hay fever area. Currently employed at midwest kilowatt. 4 years experience. Tape, picture, references. Box 251A, B•T.

Experienced announcer, all phases. Willing to work. Presently employed kilowatt. Available Aug. 1. References, etc. Box 252A, B•T.

Announcer: 4½ years experience, same station. Prepared for large market. Desire metropolitan area of Washington or Baltimore. DJ. 5-hour day. Network calibre voice. Exceptionally good, news, commercials. Best credit references. Presently employed. Box 253A, B•T.

Good staff announcer. First ticket. Fifteen years experience. No hot-shot DJ. No play-by-play. Prefer west coast. Box 255A, B•T.

SRT graduate, limited experience, strong on news, commercials and music, hard worker, immediately available. Box 258A, B•T.

Exceptionally strong in both news and music. Four years experience with teacher training in college. Extremely dependable . . . excellent references. Single but no drifter. Box 259A, B•T.

Sports director, play-by-play, pops DJ, news, sales, married. Presently employed, seeking larger market. Box 260A, B•T.

SRT graduate, serious personality, seeking announcing position with classical-semi-classical music station. Box 262A, B•T.

RADIO-TELEVISION

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National has a number of top quality Radio and Television people with experience in nearly every phase of Broadcasting available right now. Because we've checked, we can recommend them to jobs that fit their qualifications. Call National. You'll find that a National Man is the Right Man for the Job.

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RADIO

Situations Wanted—(Cont'd)

Announcers

Hi folks! Here we are! The morning comedy DJ you've been looking for! Wake up your area with a fast-paced show that really sells: Ours! Let our tape prove it! Experienced and versatile Mike Barra, 450 E. 63rd Street, New York 21, N. Y.

Announcer, 4 years experience—board, news, DJ. College graduate, married, veteran. Available August 27. Now employed one killowatt daytimer. Desire to work into tv. Dick McDaniel, S-301, Parklawn, Iowa City, Iowa. Phone 8-3359.

Colored female: Broadcasting school graduate, all phases of radio. Z. Palmer, 7948 Wabash, Chicago.

Announcer with long radio background, mostly midwest, desires immediate employment. 28, single, car. Phone Granite 7-6890, Los Angeles.

Technical

Chief engineer—good practical experience—construction, maintenance, directionals, remote control. Box 235A, B•T.

Engineer, 5 years experience, studio and transmitter. Within 100 miles N. Y. C. Box 254A, B•T.

Chief engineer-announcer. Fifteen years construction, maintenance, am and fm. Pleasant voice. Prefer west coast. Tape and references on request. Box 256A, B•T.

Engineer, 1st phone, 30, married, veteran, 1½ years experience am transmitters. Box 257A, B•T.

Programming-Production, Others

Commercial copy-continuity. 4 years experience radio-tv. Employed large southwest station. References. Box 192A, B•T.

TELEVISION

Help Wanted

Salesmen

Large vhf CBS midwest station has opening for local salesman. Applicant must be college graduate under 35 years of age and with television. Above average opportunities. Send complete details and snapshot to Box 162A, B•T.

TELEVISION

Help Wanted—(Cont'd)

Salesmen

One of America's best and best-known television stations has opening for one new salesman. Excellent opportunity. Very large midwestern city. Applicants must be college graduates under 35, with at least 18 months experience in television sales. Send details of experience, personal, school and family background with snapshots to Box 186A, B•T.

Major midwest vhf. Must be good commercial announcer. Will train capable radio announcer desiring tv. Real opportunity. Send tape and resume. Must include snapshot or photo. Box 178A, B•T.

Full power, Central US tv station needs experienced salesman in great market. Unusual opportunity. Guarantee plus commission. Send complete info, first letter to Box 220A, B•T.

Technical

First class operators for full power vhf and am operation. No experience required. Forward resume and snapshot to Box 216A, B•T.

Need qualified engineer for permanent position in southwestern station. Excellent living conditions. No floaters. Give full details including minimum salary. Box 267A, B•T.

Immediate opening for 1st phone engineers. Contact Herbert Wiley, KSYD-TV, Channel 6, Wichita Falls, Texas.

Immediately. Transmitter engineer, write, wire or phone chief engineer, WPTZ, Plattsburgh, N. Y.

Engineer 1st class phone, wanted for **transmitter operator at 50 kw RCA, tv transmitter. Vhf, channel, full power. Experience desirable but not a major requirement. Need car. $300.00 a month for 40 hour week with some overtime. Insurance** plan. Write to Chief Engineer, WCHS-TV, Charleston 24, W. Va.

Man with first class license. Experience unnecessary. Write Chief Engineer, WINK-TV, Fort Myers, Florida.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newswriting **experience helpful. State salary requirements with resume. Box 509G, B•T.**

Experienced film editor, preferably female for large eastern vhf station. Must have television experience. Foward resume and salary requirements to Box 163A, B•T.

Expanding major network midwest vhf needs able on-air personnel, both male and female. Also personnel for technical direction, continuity, promotion. Excellent opportunities. Send resume to Box 187A, B•T.

One of Iowa's largest radio and tv operations will have an opening for a top-notch announcer-disc jockey in July. Opportunity to work both mediums. Good salary. Write for interview appointment, or send picture, tape and full information to Box 221A, B•T.

Finc opportunity for newsman with strong central US tv-radio outlet. Want man who can report and write local news and do both television and radio air work. Send full details, tape, availability, salary, photo, experience, to Box 222A, B•T.

Experienced tv commercial writer. Film and live. New York City. Exceptional opportunities for advancement. $6000 plus. Resume and starting salary to Box 226A, B•T.

Photographer needed for position with tv station in Florida. Must be able to shoot commercial films, edit them, and also assist in projection. Send resume and qualifications to Box 247A, B•T.

Writer-director to produce public service programs for university on commercial facilities. Must have commercial directing experience, college background. Box 263A, B•T.

Commercial continuity writer for KRNT-TV, Des Moines, Iowa. Experienced. To handle planning and writing of television and radio advertising copy. Send application data and copy samples to program director, KRNT-TV, Des Moines, Iowa.

DALE McROBERTS

HELEN SATHER

KENNETH MEYER

RANDY NISSEN

RICHARD ALVARI

MARY SAMPSON

DEAN MEYER

HAL RUFFNER

PERCY GERING

EDNA SWAB

LOUIS SPEASE

CATHERINE OGLE

BOB BROOKER

GEORGE SKINNER, Jr.

FLORENCE BRAMLETT

TELEVISION PRODUCTION GRADS NOW READY

STUDIO–TRAINED FOR ALL PHASES OF TV PRODUCTION WORK PLUS A VARIETY OF INDIVIDUAL QUALIFICATIONS MAKE THEM ESPECIALLY VALUABLE AS EMPLOYEES. COMPLETE INFORMATION FOR ANY PERSONNEL NEED–WRITE, WIRE, CALL JOHN BIRREL, EMPLOYMENT COUNSELOR.

NORTHWEST
RADIO & TELEVISION
SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue
DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W.
RE 7-0343

TELEVISION

Situations Wanted

Technical

Chief engineer. 8 years tv experience in administration, equipment, purchasing, construction, maintenance and operation. Radio chief experience also. Will guarantee top picture quality. Box 261A, B•T.

Programming-Production, Others

Newsman. Three years tv. Reporter, writer, air-man; assignment-editor local newsfilm operation. Box 212A, B•T.

Tv director. Experienced. Versatile all phases tv production. Proven ability. Virile ideas. Top references. Married, vet, 26. Box 213A, B•T.

Two heads are better than one. And here are two heads that have worn several hats in tv. The results? 12 years combined experience in management, programming, production, promotion, traffic, copy, sales. We're young, stable, aggressive, enthusiastic hard workers looking for positions with a future. Write Box 231A, B•T.

Employed tv producer-director seeking more responsibility. Wants to work for a progressive station. Have practical program ideas. 26, married, B.A., M.S. Box 242A, B•T.

FOR SALE

Stations

Construction permit. Will sell outrighft for $2,250.00 or consider partnership. CP is for small market in upper midwest. Retail sales in county 23 million. Box 230A, B•T.

Carolinas industrial market, limited competition, fulltime regional with major network. $135,000, some terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Two stations in single markets, Ky.-Tenn. area, each available on terms to responsible parties. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

Presto disc recording console with two 8N turntables, two lathe cutters, equalizers vu meters and amplifier all in good condition. Make offer. N. L. Keys, KCIJ, Shreveport, La.

Used RCA 76-B-2 console complete with tubes and in good condition. Also used Eicor portable tape recorder. Contact Bill Emerson, Chief Engineer, KOPR, Butte, Montana.

For ground system—650 lbs. new No. 10 soft drawn copper wire on reels. Immediate delivery at current market. WBTA, Batavia, N. Y

Ampex 400A, ½ tr. portable, excellent condition. Magnecord PT6M. United Radio, 22 N. W. 9th Ave., Portland, Oregon.

Two Ampex 400 series portable recorders, $450.00 each, $850.00 for both. Box 5025, Jacksonville, Florida.

WANTED TO BUY

Stations

Part interest in profit making station. Young married man with capital to invest. Will not consider absentee investment. Experienced, have Bachelor of Science degree in Communications. Best references. Give full details. Replies confidential. P. O. Box 17, South Dartmouth, Mass.

Private sales. Oklahoma, Texas, Colorado, Arkansas, Missouri, Kansas. Ralph Erwin, Licensed Broker, 1443 South Trenton, Tulsa.

Equipment

Wanted: Used General Radio frequency monitor, rf bridge 150′ tower. Box 214A, B•T.

Wanted: General Radio RF bridge 916-A or similar model. Also 150′ tower. Box 236A, B•T.

3 used Stainless, Inc., G 24 towers. Ace High Tower Co., Greenville, N. C.

Used WE 23C console or comparable unit. William C. Kirk, 1197 Denver 4, Colorado.

Used tv **equipment** in good condition for tv school. Complete closed circuit equipment needed —cameras, controls, dollys, slide and film chains, switches, etc. No audio equipment. Columbia Institute, 223 Arch Street, Philadelphia, Pa.

SERVICES

Custom jingles that sell local sponsors! Guaranteed! Priced low! You make the money! Me? Volumn! Box 155A, B•T.

Save money . . . increase gross . . . with novelty, sound effect, or "straight sell" radio commercials. Provides that extra announcer for "change of voice", and "gimmic" commercials for those hard-to-sell accounts. Professionally produced on tape or disc. Straight spots from $2.00 each. Gimmic spots from $3.00. Postpaid. Full details, or order now from Box 184A, B•T.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

The National Academy of Broadcasting, America's pioneer professional school, places radio-tv announcers, writers, producers. Send for list of alumni, positions held, and jobs available. 3338 16th Street, N.W., Washington, D. C.

RADIO

Help Wanted

Managerial

ARE YOU THIS MAN?

The man we are looking for is currently the Sales Manager or Assistant Manager of a small radio station. He's now looking to take over the number one spot in a small Midwest community. He's married, full of ideas, energetic and very sales minded. He'd be happy working with owners who know radio thoroughly and who want to build a management team for several radio properties. He works well with people and has a warm and friendly "small town" personality. If you are this man tell us about yourself, your experience, salary and references. Let's have the facts with as little fantasy as possible.

Box 269A, B•T

Technical

WANTED DIRECTOR OF ENGINEERING

Outstanding opportunity for Director of Engineering for group of five AM stations. Must have experience in construction, directional antennas and FCC procedures. Must be willing to travel certain amount. Position based in New York City. Submit complete background and experience including references.

Box 158A, B•T

BROADCAST ENGINEER

. . . . to operate mobile color TV equipment. Must have at least two years black and white video control experience. Some maintenance experience desirable. Considerable nation-wide travel involved from Philadelphia base. Liberal salary, benefits and expenses. Send complete resume.

Box 250A, B•T

RADIO

Situations Wanted

Managerial

manager . . .

with 20 years of good experience. Successfully employed for ten years in network executive posts and, for the past ten, managing a major market station. Took this station from insolvency to high earnings; from the bottom of the Hooper ladder to battling for top. Knows programming, promotion, sales management, agency-representative contacts. Salary is not the major factor. If you have the facility and the market, I'll bank my experience on our mutual future. Available immediately. Write in confidence to

Box 694G, B•T

TELEVISION

Help Wanted

Programming-Production, Others

ASSISTANT PROGRAM MANAGER TV

For major market West Coast station. Prime requirement is thorough background in film programming with knowledge of current available feature and syndicated film packages, such as stars, story line, ratings, etc., since intelligent film scheduling to be a major duty. Also require studio and remote operational background, experience in film room operating procedures and program department personnel assignments. Ability to make sound administrative decisions in program manager's absence is imperative. Any applicant should be prepared to assume responsibility for the many and varied details occuring to a program manager.

For the right man desiring to make a move to the finest city on the West Coast we are prepared to pay up to $10,000 per year.

Box 224A, B•T

FOR SALE

Equipment

TOWERS

RADIO—TELEVISION

Antennas—Coaxial Cable

Tower Sales & Erecting Co.

6100 N. E. Columbia Blvd.,

Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES

IN 5 TO 6 WEEKS

WILLIAM B. OGDEN—10th Year

1150 W. Olive Ave.

Burbank, Calif.

Reservations Necessary All Classes

Over 1700 Successful Students

editorials

Another FCC Toys With Programs

THE presently constituted FCC may be treading dangerously close to the pitfalls that have engulfed practically all of its predecessors—control of programming.

A transfer of control case, involving the sale of WQAM Miami to Todd Storz' Mid-Continent group, triggered heated debate in the Commission's closing session prior to its summer recess last Thursday. Mr. Storz, who has amassed both ratings and controversy by treasure hunts and other contests, had been cited for possible hearing on the giveaway issue as one designed to "purchase" audience. The FCC, after full discussion, decided to grant the transfer, by a vote of 4-3. Before that, however, it tossed around the notion of a general investigation of its program jurisdiction, and deferred action until it meets again after a month's vacation.

There's nothing new either in giveaways or in the FCC's attitude toward them. New commissions seem to get the urge to dip into programming, perhaps without realizing that they are edging into the forbidden area of censorship.

The giveaway issue has changed only as to nuance. Newspapers use them to build circulation. Manufacturers use prize contests to build sales. Quiz shows are in the giveaway family. So are bingo games at church socials and door prizes at junior league proms.

Giveaways may not constitute good broadcasting. But they are no more illegal than other prize contests. In 1949, the then FCC ruled that affiliated stations which carried certain giveaways from their networks would not get their licenses renewed, construing these programs as lotteries. The Supreme Court, in 1954, unanimously overruled the FCC.

We have never changed our views on blatant giveaways or on extreme gimmicks. We feel that money and big prize giveaways are designed to artificially stimulate audiences and ratings, and therefore are not true indices of circulation. The advertisers and agencies, however, aren't fooled, because prize contests come and go. Unless the programming is appealing, the audience drifts elsewhere.

But the FCC, no matter how tortured its definitions, cannot make them lotteries. If they violate the law, it's up to the Dept. of Justice to prosecute, under the Criminal Code. If there are convictions, the FCC can delete the stations practically by mail.

We hope the stations will have the intelligence to move warily on money giveaways before the situation gets out of hand. Some of the existing schemes may not be illegal, but they wouldn't stand scrutiny on ethical grounds.

Meanwhile, the FCC should heed the lessons learned by its predecessors, who repeatedly have been burned on intrusions into programs. Suggestions that stations discipline themselves, yes; but not censorship, either by lifted eyebrow or regulatory crowbar.

Shell Game

BROADCASTING has been described as the most hazardous of risk enterprises because it hangs on the slender thread of government licensing. During this session of Congress broadcasters have learned to their chagrin that they are fair game for headline hunting politicians too.

First it was the Senate—all year long. Then the House, jealous of its prerogatives, barged in through the Celler Monopoly Subcommittee, overlapping the Senate Commerce Committee's inquisition, and seeking to outdo it in sensationalism. The hope had been for peace and quiet at least until after the November elections. But that is not to be, because the Celler committee comes to life again in September in New York to dredge up whatever it can find in the networks, syndicates, advertising agencies and talent ends.

The complete abandon with which the Celler Committee has functioned is shown in the paradox as to what constitutes confidentiality. The Committee, on the one hand, released confidential figures on network television for 1955, and on the other, conducted "confidential" sessions in the course of the same hearings.

The 1955 network-owned station figures had been supplied by the FCC under protest. Two months earlier, Sen. Bricker (R-Ohio) had released 1954 television figures similarly supplied by the FCC. So the figures were thrown out for all competitors to see, and presented in the worst possible light. Networks and stations had supplied the financial data voluntarily, in good faith, and on the promise that they would be used by the FCC only in weighted averages.

WEATHER REPORT
50°
72
30°
Sid Hix

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Quit repeating that phrase 'frigid air' . . . it sounds suspiciously like a plug!"

After releasing the confidential figures, the Celler Committee called into "executive session" CBS Inc. President Frank Stanton and FCC Comr. Robert E. Lee to question them on undisclosed matters, and under strict injunctions of secrecy. We know of no precedent for this. These are legislative hearings, not grand jury proceedings. So we have the shameful situation of confidential data being made public, and the diametrically opposite action of public hearings being kept confidential.

While we have no doubt that Messrs. Stanton and Lee acquitted themselves well at the closed hearings, this is patently unusual and abominable treatment of public figures.

Broadcasters are not common carriers, as Chairman McConnaughey pointedly told the House Committee. Comr. Hyde advised the Committee that the FCC is not authorized to require annual financial reports. The FCC has sought the data, and stations and networks have supplied it voluntarily, with the understanding that the FCC would use only composite figures, and not release individual reports. Thereby the FCC was enabled to appraise the health of the media it regulates.

With two glaring breaches of this confidence this session, broadcasters have cause for grave concern. Should they continue voluntarily to supply figures to the FCC only to have them thrown back in exaggerated form by crusading politicians, and through them get into unfriendly hands? The FCC cannot legally demand the figures, but, understandably, does not feel it can hold out on Congress when the information is in its files.

Each licensee must make up its own mind.

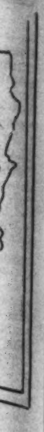
Marketing Eyes Upon Texas

DEEP in the healthy heart of the nation's largest state, and out around its borders, an economic evolution is taking place. Texas, once a rootin-tootin land of millionaire cattle and oil barons—so the legends went—is now attaining a balance of agriculture, industry and commerce.

In this issue Texas—1956 version—is revealed in considerable detail as one of the nation's most important markets (see pages 75-124). A close and necessarily arduous look at more than a score of metropolitan markets discloses a state having 8.8 million residents whose high income and enthusiasm command the attention of everyone interested in merchandising the necessities and conveniences of modern living.

Texas is modern, fast-growing and building soundly for the future. There once was a theory that Texans bragged so much because there wasn't anything much in the state worth talking seriously about. Today's Texas appears as a prosperous, thriving market. The story of its money, culture and achievements can be told without unnecessary adjectives and without braggadocio.

The bragging of Texans, and ex-Texans, is all in good fun. The uncolored story of what actually is happening there may change some concepts. It may even change some marketing techniques.



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KSTP
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MINNESOTA
LAND OF
10,000 LAKES
VACATIONER
19 . 56

They're bringing $125 million into KSTP country!

This summer, the "Land of 10,000 Lakes" will be host to more than a million and a half non-resident vacationers. And while they are in KSTP country, these visitors will spend over 125 MILLION DOLLARS.

Ninety-five percent of these active-buying travelers will arrive by automobile, which means that they will be listening to the powerful voice of KSTP while they are on the road as well as during their stay.

KSTP offers its listeners outstanding entertainment including the finest music in the Northwest and up-to-the minute news, weather and sports coverage. And to advertisers, KSTP offers a realistically-priced package rate plan plus the top radio personalities in the Northwest to do an effective selling job for you.

Now is the time to reach the active-buying, tourist-rich market which KSTP serves and *sells* so well . . . For further details, contact your nearest Edward Petry office . . . or a KSTP representative today.

KSTP *Radio*

50,000 WATTS

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"PRICED and PROGRAMMED" to serve today's radio needs!

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